



**Community & Economic Development Division  
Planning and Development Services**

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**To:** Neighborhood Advisory Commission  
**From:** Taylor Reynolds, Project Coordination Liaison  
**Through:** Adam Yaron, Commission Liaison  
Erin Perreault, AICP, Planning + Development Area Director  
**Date:** May 26, 2021  
**Re:** 1-GP-2021: Draft Scottsdale General Plan 2035

This memorandum presents the Neighborhood Advisory Commission with a status update of the City Council draft General Plan 2035.

#### **BACKGROUND**

In 2020, under the direction of the City Manager and as unanimously approved by City Council, a thirteen (13) member General Plan Update Citizen Review Committee (CRC) was formed to update the Scottsdale General Plan (Attachment 1). This effort utilized the 2014 Task Force recommended draft 2035 General Plan as the baseline plan.

The CRC consisted predominantly of either the chair or vice chair from each of the city's boards and commissions that has related content within the General Plan (which is a similar citizen review process used with the 2001 and 2011 General Plan updates). Accordingly, Commissioner Carol Miraldi represented the Neighborhood Advisory Commission at the CRC meetings. The purpose of the CRC was to review the content of the draft plan during public meetings and make suggestions as to any proposed adjustments. The CRC workplan concluded on December 14, 2020 with a final recommended draft General Plan 2035 for review by the community, city boards and commissions, Scottsdale Planning Commission, and Scottsdale City Council.

#### **THE DRAFT GENERAL PLAN 2035 & PUBLIC PARTICIPATION**

The next phase of the General Plan update process, the state mandated public hearing process, began in January 2021, when city staff sent out the CRC recommended draft General Plan 2035 to the state, county, and adjacent communities for review, as required by state law. Between January and June of 2021, the updated draft General Plan was required to meet all of the public hearing state statute requirements, which has included enhanced public outreach citywide, presentations to 13 boards and commissions that have General Plan related content, three Planning Commission study sessions, two remote Planning Commission hearings, a regular Planning Commission recommendation hearing, eight City Council study sessions, and an

upcoming City Council hearing in which Council must decide whether or not to adopt and send the updated Plan to the voters.

### **CITY COUNCIL DRAFT GENERAL PLAN 2035**

The [City Council draft Scottsdale General Plan 2035](#) (Enclosure 1) is comprised of eight (8) chapters that include twenty-four (24) elements – seventeen (17) state mandated elements and seven (7) community-created elements. The draft Plan proposes the incorporation of four (4) new community-created elements – Arts, Culture and Creative Community, Healthy Community, Tourism, and Education– in addition to the remaining state mandated and community-created elements from the 2001 General Plan. Though new content has been added, the majority of the 2001 General Plan goals, policies, and maps have been updated and retained in Scottsdale General Plan 2035 by the Citizen Review Committee, Planning Commission and City Council. The following summarizes larger items or ideas incorporated by City Council into the draft plan:

- The Community Vision Statement – updated;
- Strengthened language and made it more action oriented throughout the draft plan;
- The identification of the Downtown Core on the General Plan Character Types map within Old Town (Urban Character Type); and on the Old Town Growth Areas Map, along with a description in text format of what the Downtown Core represents;
- An updated Land Use Matrix (major amendment criteria #1):
  - Separating out Natural Open Space, Developed Open Space, Urban Neighborhoods and Resorts/Tourism into their own Land Use Categories and thus changing some land use amendment processes from minor to major amendments;
- Modification of Major General Plan Amendment Criteria #2, Acreage of Change, that now includes 10 acres citywide as a trigger for a major amendment process (as opposed to the existing 15 acres generally north of the CAP Canal and 10 acres south of the CAP Canal that is currently in the General Plan 2001);
- Additional emphasis on supporting the arts and cultural resources of the City;
- Additional emphasis on ESL & NAOS references;
- A new Health Facilities Map in the Healthy Community Element;
- Update to the Parks and Recreation Facilities map to notate Aquatic Centers and Solstice Park as well as a notation for the McDowell Sonoran Preserve, and Pinnacle Peak Park as designated Conservation Parks; and
- The creation of a new community-created element, Education, within the Innovation & Prosperity Chapter.

### **NEXT STEPS**

The City's Planning Commission recommended that the City Council adopt General Plan 2035 as the new General Plan for the City of Scottsdale at their May 12, 2021 meeting, with a unanimous vote of 6-0. Consequently, City Council will consider the Plan for possible adoption

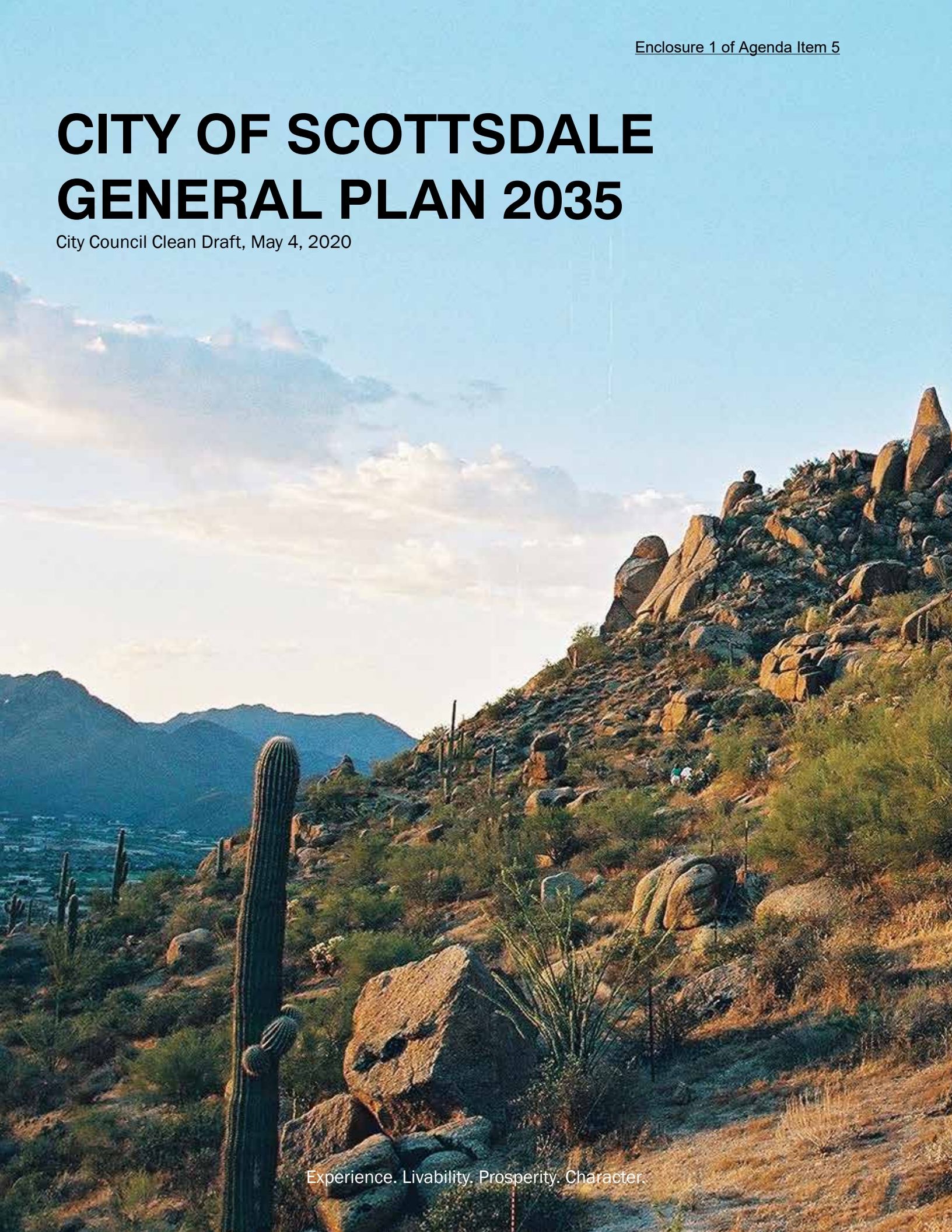
at their June 8, 2021 hearing. Should City Council decide to adopt the Plan, the Plan will be sent to the voters for ratification consideration on the Special Election ballot in November 2021.

Enclosures:

- 1) Scottsdale General Plan 2035

# CITY OF SCOTTSDALE GENERAL PLAN 2035

City Council Clean Draft, May 4, 2020



CITY OF SCOTTSDALE GENERAL PLAN 2035

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# SECTION 1 - PREFACE







## Section 1 - Preface

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

The passage of time inevitably brings changes. The Scottsdale of today differs from the city it was 20 years ago, and the city it will be 20 years from now. As we welcome the future, retaining the community's unique features will strengthen the evolution of our sophisticated city with small town charm.

Our future begins today. Building upon decades of planning and thousands of hours of community involvement, General Plan 2035 guides the physical development of Scottsdale and acts as a blueprint to enhance our community aspirations—Exceptional Experience, Outstanding Livability, Community Prosperity, and Distinctive Character—over the next 20 years.

# VISION

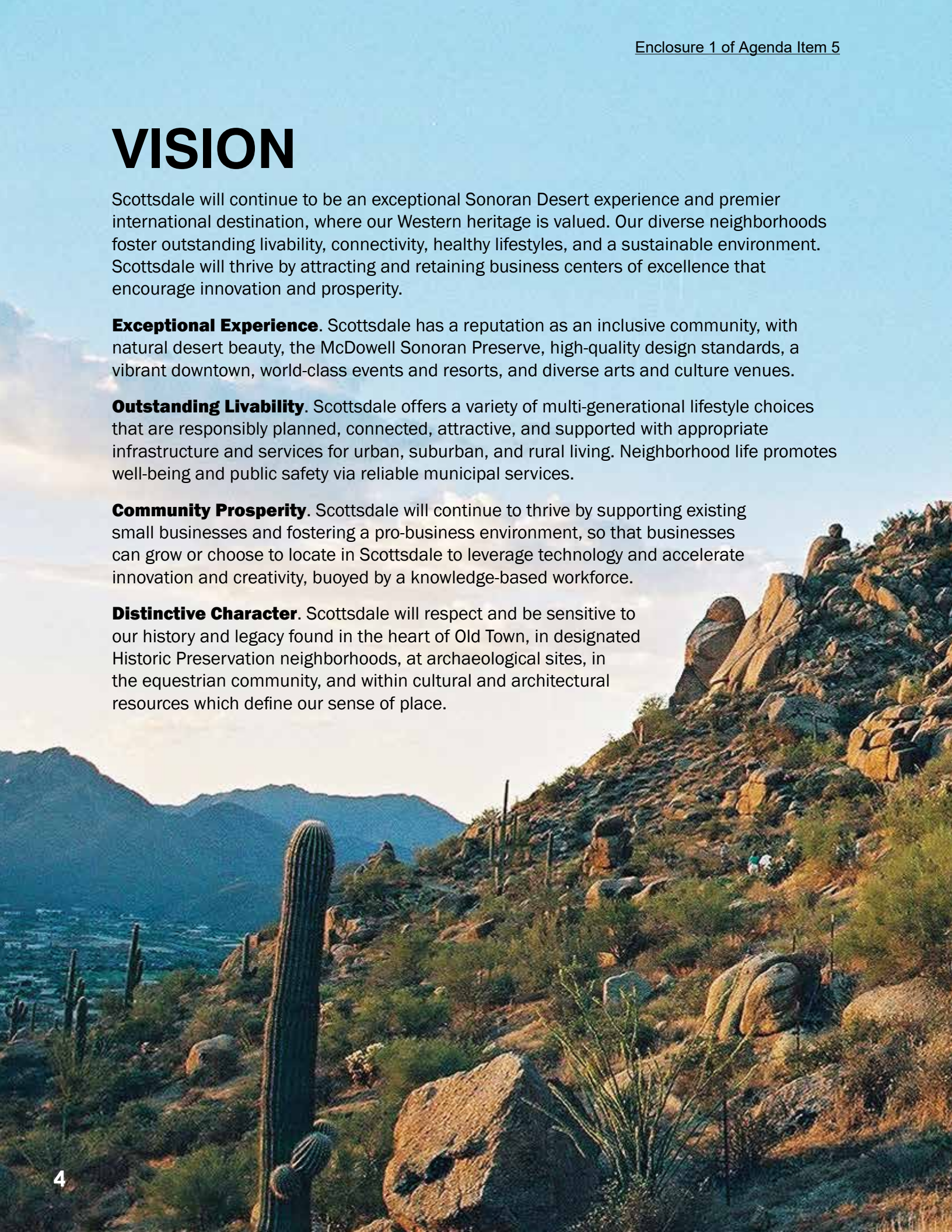
Scottsdale will continue to be an exceptional Sonoran Desert experience and premier international destination, where our Western heritage is valued. Our diverse neighborhoods foster outstanding livability, connectivity, healthy lifestyles, and a sustainable environment. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity.

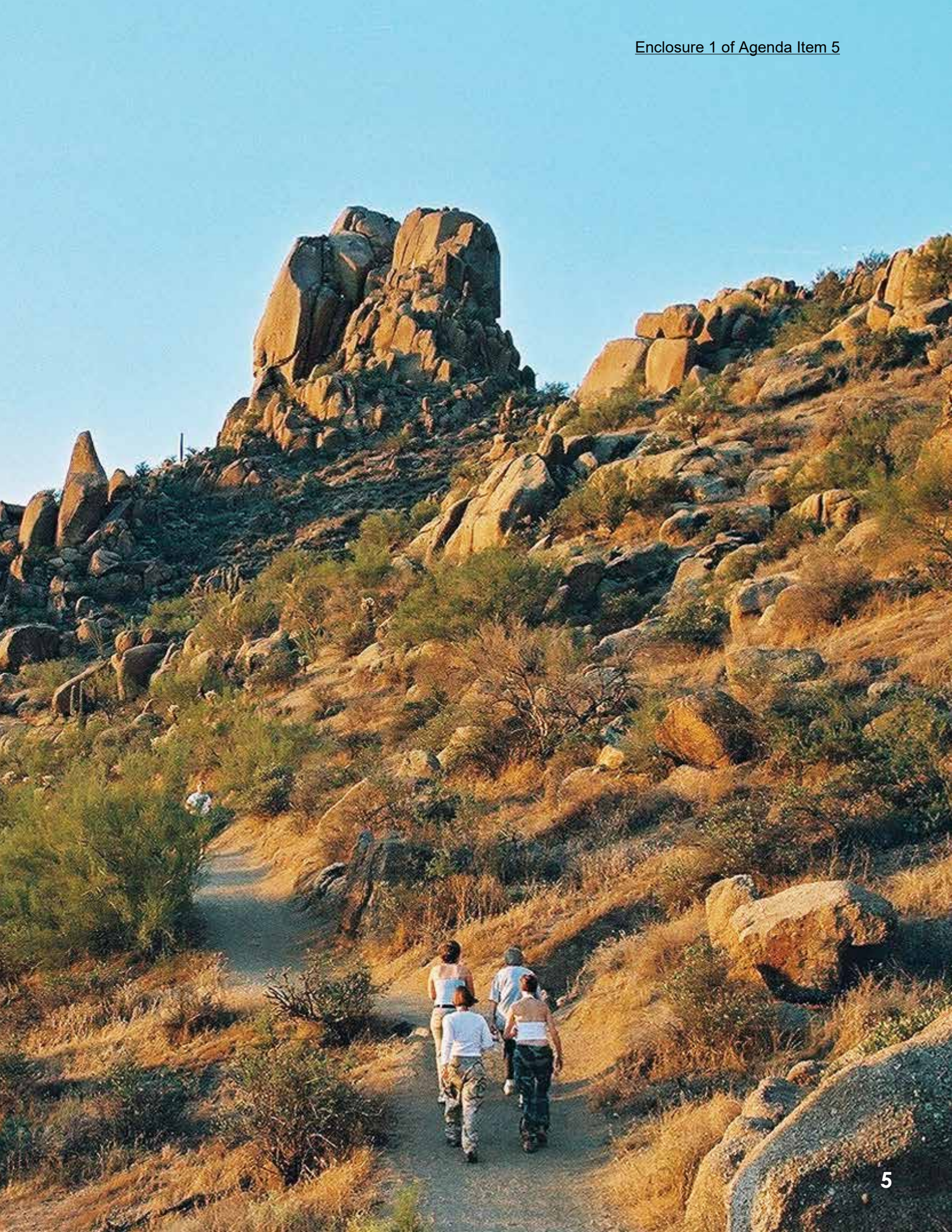
**Exceptional Experience.** Scottsdale has a reputation as an inclusive community, with natural desert beauty, the McDowell Sonoran Preserve, high-quality design standards, a vibrant downtown, world-class events and resorts, and diverse arts and culture venues.

**Outstanding Livability.** Scottsdale offers a variety of multi-generational lifestyle choices that are responsibly planned, connected, attractive, and supported with appropriate infrastructure and services for urban, suburban, and rural living. Neighborhood life promotes well-being and public safety via reliable municipal services.

**Community Prosperity.** Scottsdale will continue to thrive by supporting existing small businesses and fostering a pro-business environment, so that businesses can grow or choose to locate in Scottsdale to leverage technology and accelerate innovation and creativity, buoyed by a knowledge-based workforce.

**Distinctive Character.** Scottsdale will respect and be sensitive to our history and legacy found in the heart of Old Town, in designated Historic Preservation neighborhoods, at archaeological sites, in the equestrian community, and within cultural and architectural resources which define our sense of place.





# OUR COMMUNITY VALUES



These values will be at the forefront of our decision making in implementing our vision, community aspirations, and goals found in the General Plan and shall be the basis upon which inconsistencies in the General Plan are resolved (values listed are of equal importance):

- **Respect Character and Culture**  
 Enhance and protect Scottsdale’s unique features, neighborhood identity, character, livability, southwestern heritage, and tourism through appropriate land uses and high standards for design. Create vibrant and attractive places that accommodate a variety of ages and incomes and support the arts and multicultural traditions.
- **Conserve and Preserve the Environment**  
 Lead the region in the stewardship and sustainable management of the Sonoran Desert environment and conservation of natural resources and open spaces for the visual, physical, and personal enrichment of everyone.
- **Collaborate and Engage**  
 Promote strong, visionary leadership that is transparent, responsive, and efficient; collaborates regionally; respects and honors our community values; recognizes the benefit of interactive community involvement and volunteerism; and embraces citizens as active partners in decisions that affect their neighborhoods and city.



■ **Foster Well-Being**

Promote a culture of lifelong physical and mental health, safety, and well-being for residents, visitors, employers, and employees. Foster social connectivity across cultural and generational boundaries by cultivating a welcoming environment; respecting human dignity; and recognizing and embracing citywide and regional diversity.

■ **Connect the Community**

Connect all community members within the city and to the region by striving for cost-effective, adaptable, innovative, safe, and efficient mobility options. Connectivity and mobility involve more than getting people from here to there, connectivity and mobility influence the form and comfort of urban communities.

■ **Revitalize Responsibly**

Proactively evaluate the short- and long-term impacts of development decisions to ensure that public and private investment work collaboratively to support and maintain the unique features and local identity that make Scottsdale special, and contribute positively to the community's physical, fiscal and economic needs and high quality of life.

■ **Advance Innovation and Prosperity**

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

# PEOPLE WANT A CITY...

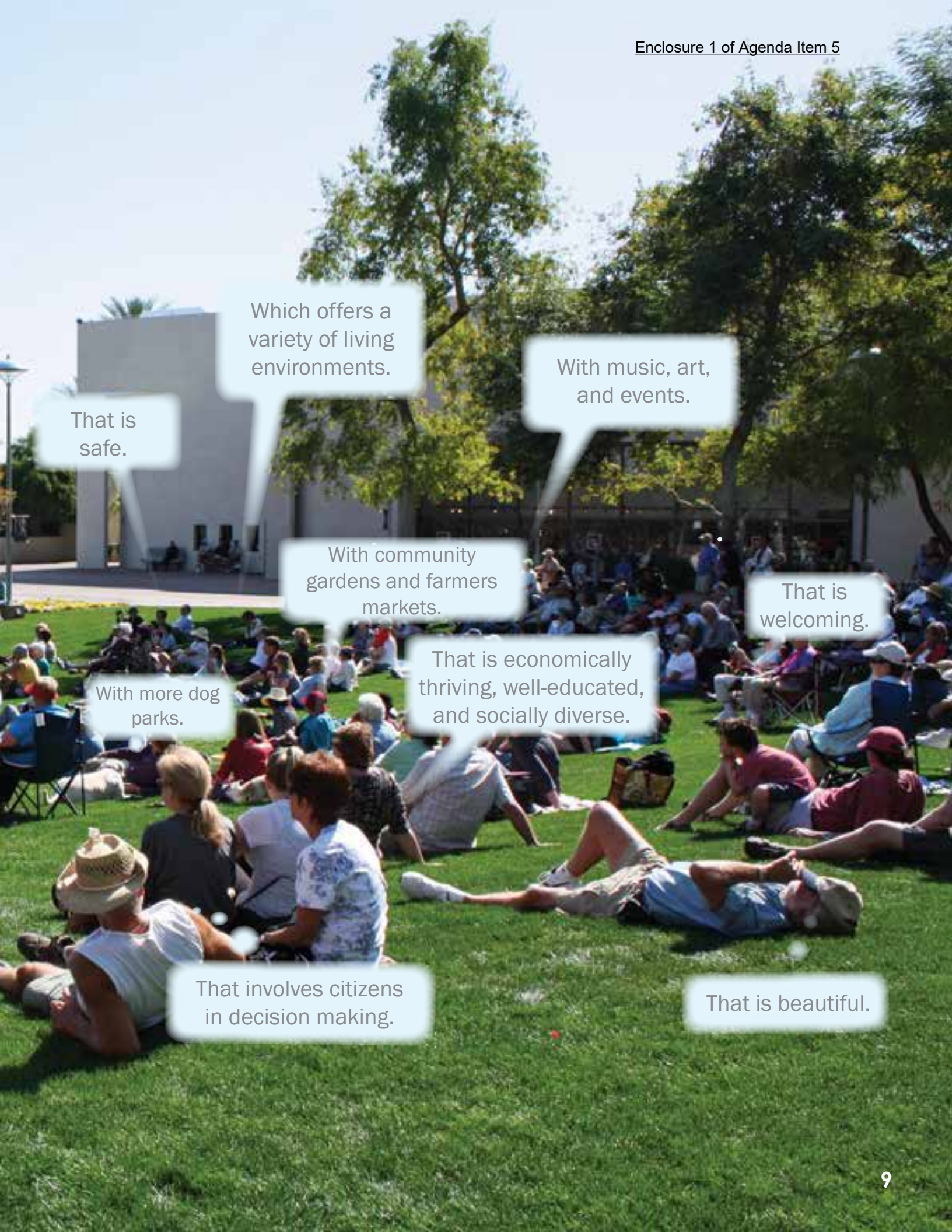
That continues to attract tourists from all over the world.

With diverse businesses.

Where it is easy to get around.

Where they can age in place.

That protects wildlife, native plants, and open spaces.



Which offers a variety of living environments.

With music, art, and events.

That is safe.

With community gardens and farmers markets.

That is welcoming.

With more dog parks.

That is economically thriving, well-educated, and socially diverse.

That involves citizens in decision making.

That is beautiful.



# PURPOSE OF THE GENERAL PLAN



The General Plan is the primary tool for guiding the future of the city. It contains the community's goals and policies on character and design, land use, open space and the natural environment, business and economics, community services, neighborhood vitality, transportation, and growth. It shapes the physical form of the city, yet also addresses other aspects, such as human services, education, protection of desert and mountain lands, arts and culture, community health, and the character of neighborhoods.

The General Plan is a guide for short- and long-term decision making in order to achieve the vision. Scottsdale's General Plan 2035 has three interrelated roles:

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

Arizona State Statutes require consistency between the adopted General Plan and all land use regulations, such as zoning and rezoning actions. Applicants for such requests should refer to the whole document as well as any adopted Character Area Plans, as several elements may pertain to a single suggested development or improvement. The goals and policies of the 24 elements, taken into consideration with the vision, aspirations, and community values, supply a "checklist" for evaluating any proposed development application for consistency with the General Plan.



### **Why Does Scottsdale Have a General Plan?**

Arizona state law (ARS 9-461.05A) requires each city to adopt a comprehensive, long-range General Plan to guide the physical development of their community. The Scottsdale City Charter also requires its adoption.

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

### Who Uses the General Plan?

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

## HOW YOU CAN USE THE GENERAL PLAN



## **Common Misconceptions**

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

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

### THE GENERAL PLAN IS:

- ✓ A Statement of Vision
- ✓ A Set of Community-Wide Goals
- ✓ A Decision Making Guide for Quality Development and Programs
- ✓ A Framework for More Specific Planning

### THE GENERAL PLAN IS NOT:

- ✗ A Zoning Ordinance
- ✗ A Rigid/Static Document
- ✗ A City Budget
- ✗ “Just a Land Use Map”

## How the General Plan Relates to Other City Policies and Procedures

The goals and policies in the General Plan are applied through ordinances and ongoing procedures, recommendations from city boards and commissions, and decisions made by the City Council. The General Plan is also carried out by private actions and initiatives in the community. Whether public or private, implementation of the plan takes many forms. Some of the most recognizable applications of the plan include the city’s physical development, road expansions or abandonments, neighborhood revitalization projects, preservation efforts, capital improvements, fiscal planning, budgeting and project funding, and recreation facilities. The General Plan is a living document reshaped by decisions and events that cause it to respond to the changing conditions, needs, and desires of the community over time.

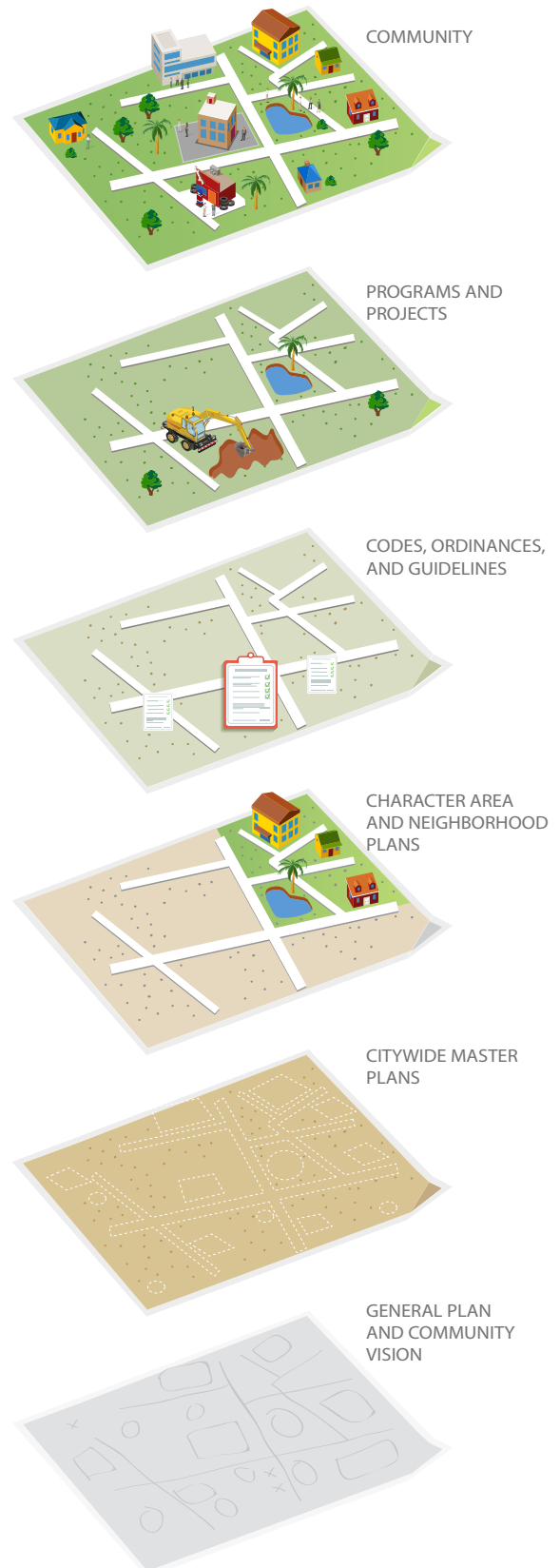
## Purpose and Administration of the General Plan

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

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

The State of Arizona also requires a process for proposing amendments to the General Plan and allows each city to define criteria for major and minor amendments. The Land Use Element describes Scottsdale’s process and criteria for General Plan amendments.

## BUILDING A COMMUNITY



## Scottsdale's General Plan Form: Three Levels of Planning

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

- **Level 1 - Citywide Planning:**

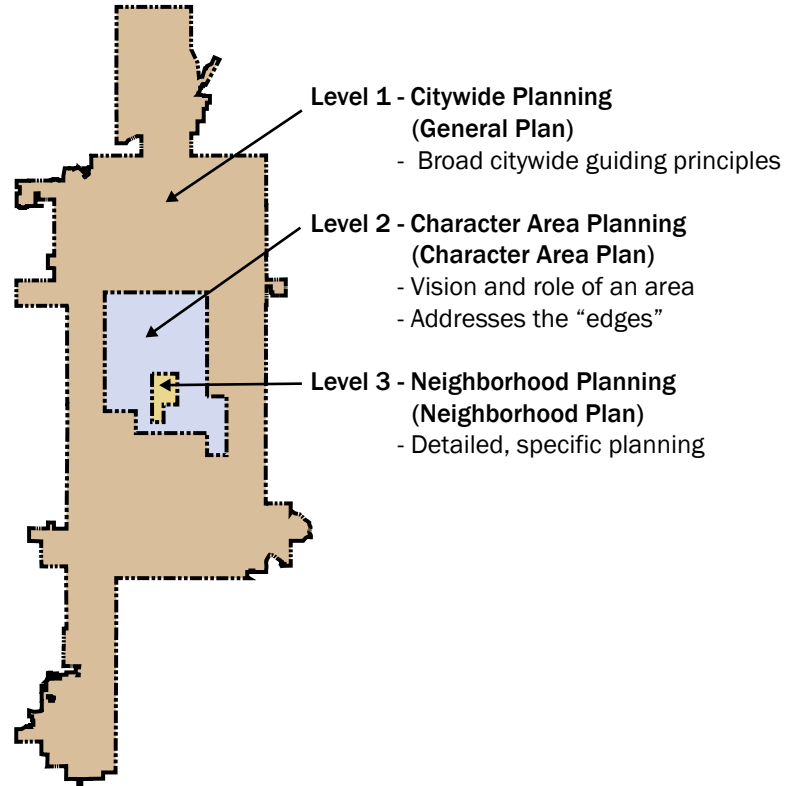
Incorporates all policies that apply to the city as a whole through the General Plan.

- **Level 2 - Character Area Planning:**

Develops Character Area Plans over time that speak to the goals and special attributes of a specific, identifiable, and functional area. Character Area Plans will ensure that quality of development and consistency of character drive Scottsdale's General Plan at the Character Area level, all within the context of community-wide goals. An added strength of this approach is the 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 participation of an area's stakeholders in the planning and implementation processes.

- **Level 3 - Neighborhood Planning:**

Because the health and vitality of a neighborhood is dependent on its ability to adapt to the future, steps need to be taken to address changes that will take place in the neighborhood. Neighborhood Plans will identify and encourage efforts to improve specific neighborhoods within the city. Every neighborhood has different needs, issues, constraints, and opportunities. A Neighborhood Plan might broadly define a neighborhood's goals and may build an action plan or an issues brief. The Neighborhood Planning process must have the in-depth involvement of the people who live and work in that neighborhood.



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

**LEVEL 1 - CITYWIDE PLANNING (GENERAL PLAN 2035)**

Arizona State law (ARS 9-461.05) requires that the General Plans for cities the size of Scottsdale contain 17 sections, called “elements.” Scottsdale has included 7 more elements that the community identified as important: Character & Design; Arts, Culture & Creative Community; Healthy Community; Community Involvement; Economic Vitality; Tourism; and Education. Although the added elements discuss topics not required by State law, the opportunities they address are basic to the current and the future quality of life in Scottsdale. Once adopted by the City Council, all elements have the same legal status. No single element or subject supersedes any other.

Scottsdale’s General Plan promotes the community’s vision by establishing goals and policies for each of the 24 elements. The elements include State-required subjects but are written specifically for Scottsdale. As with any comprehensive document, there is room for interpretation of the goals and policies contained in these elements, and instances may occur where goals and/or policies conflict. The community vision, aspirations, and values help guide the decision-maker in resolving any conflicts or interpretations. The goals and policies of the General Plan are equally as important as the graphically displayed information.

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

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

The General Plan organizes the 24 elements under the following chapters, based on Scottsdale’s Community Values:



### 1. Character & Culture Chapter

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



### 2. Sustainability & Environment Chapter

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



### 3. Collaboration & Engagement Chapter

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



### 4. Community Well-Being Chapter

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





### 5. Connectivity Chapter

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



### 6. Revitalization Chapter

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



### 7. Innovation & Prosperity Chapter

The Innovation & Prosperity Chapter sets forth goals and policies to foster the economic sustainability of the community, with focus on tourism, retention and attraction of core industries, and high-quality jobs. This chapter includes three elements added by the community: Economic Vitality, Tourism, and Education.



### 8. Implementation Chapter

The Implementation Chapter makes it all happen. This chapter describes steps to put the vision, values, goals, and policies of the General Plan into action.

## LEVEL 2 - CHARACTER AREA PLANNING (CHARACTER AREA PLAN)

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

- Cactus Corridor Area Plan (1992)
- East Shea Area Plan/Shea Area Plan (1987/1993)
- Desert Foothills Character Plan (1999)
- Dynamite Foothills Character Area Plan (2000)
- Old Town Scottsdale Character Area Plan (2018)
- Greater Airpark Character Area Plan (2010)
- Southern Scottsdale Character Area Plan (2010)

## LEVEL 3 - NEIGHBORHOOD PLANNING (NEIGHBORHOOD PLAN)

The General Plan also includes Neighborhood Plans (separate documents) that have been adopted by the City Council. The adopted Neighborhood Plans, which are incorporated herein by reference, are:

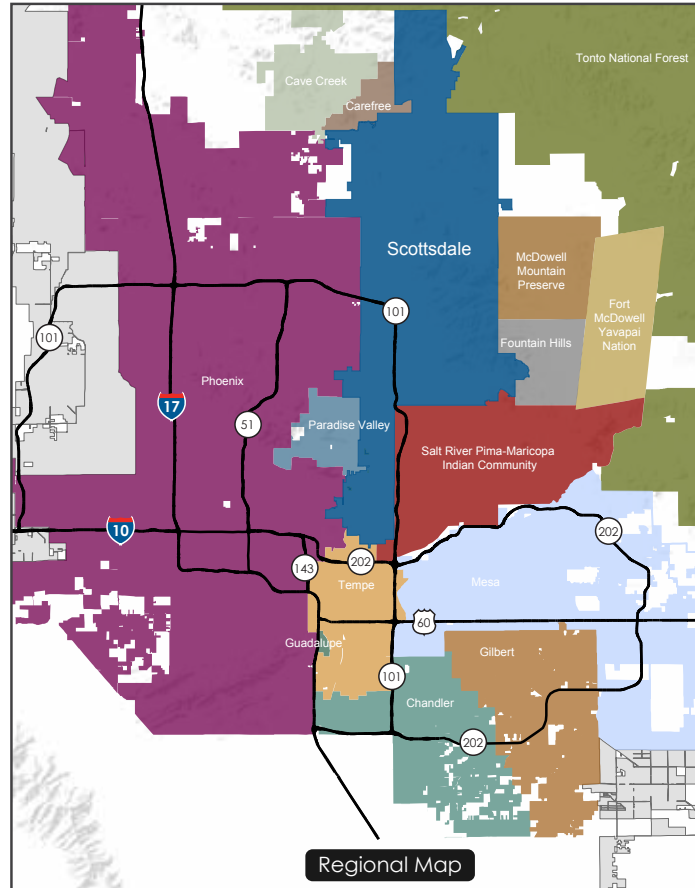
- Peaceful Valley Neighborhood Plan (1992)
- Sherwood Heights Area Neighborhood Plan (2003)



## SCOTTSDALE'S PLACE IN THE REGION

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

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



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

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

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

## DEMOGRAPHICS

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

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

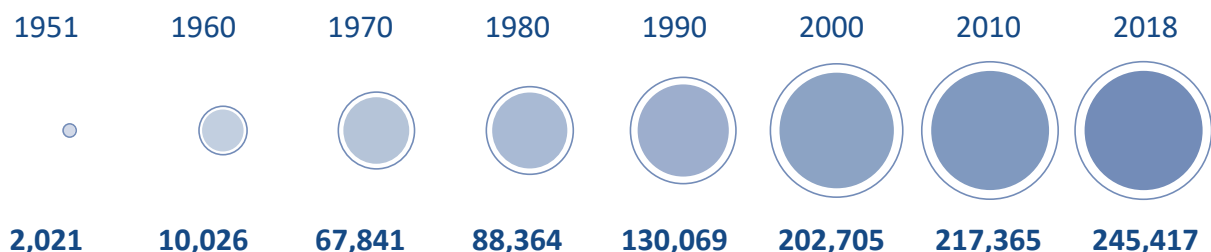
The 2010 Census further found that roughly 80% of Scottsdale’s housing units are occupied, with 70% being owner-occupied and 30% being renter occupied. About 70% of Scottsdale residents occupy a detached single-family dwelling, patio home, or townhouse. Most of the remaining 30% choose to live in a multi-unit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

According to the U.S. Census American Community Survey, as of 2018, it is estimated that the average citizen of Scottsdale is 47 years old, college-educated, married with children in school, a professional or middle-manager who owns more than one automobile, lives in a single-family detached house with a market value of \$455,900, and has an annual household income approaching \$84,601.

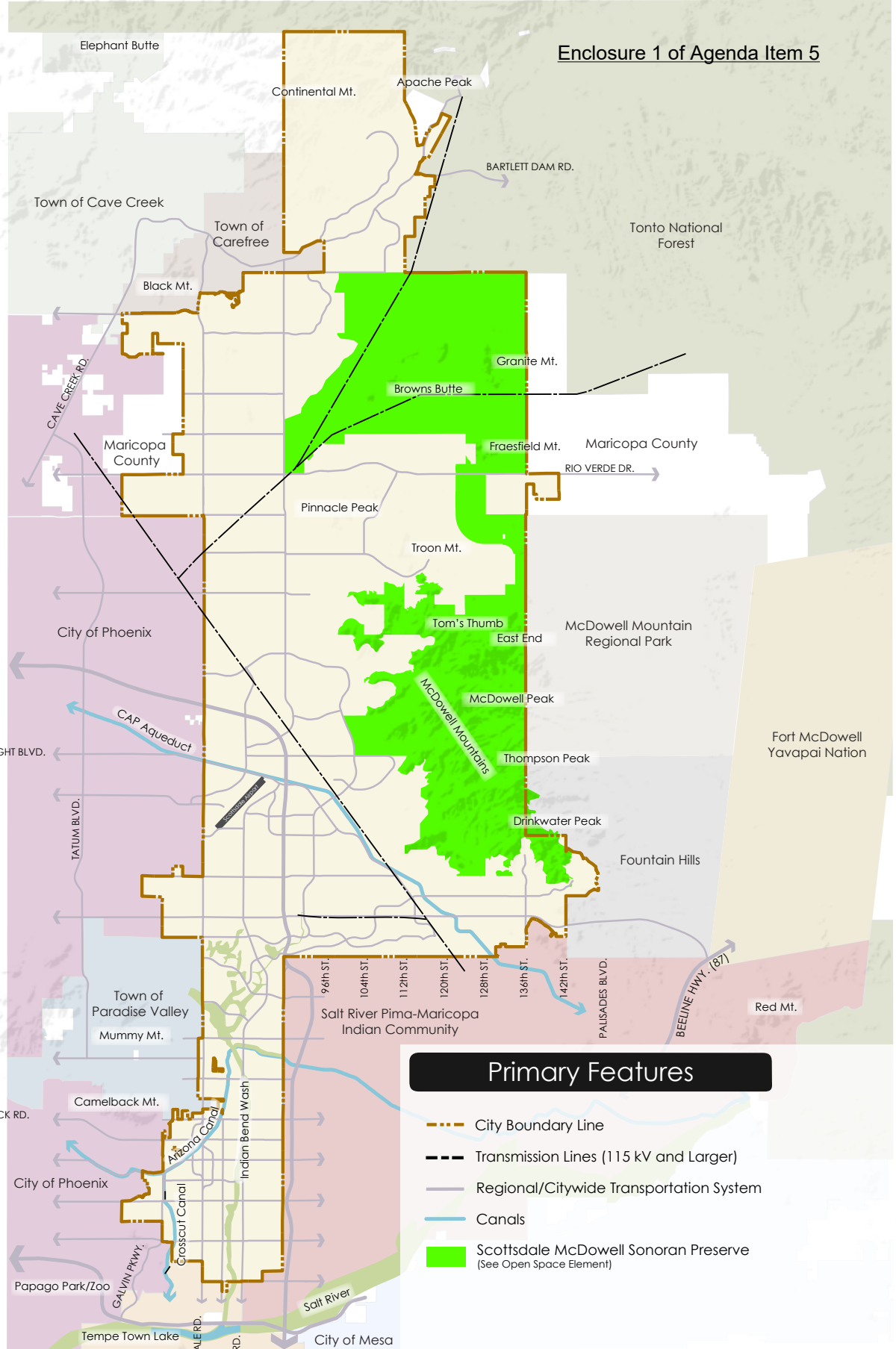
Scottsdale, like the rest of the country, has experienced a decline in the average household size since its incorporation in 1951. The 1960 Census reported an average of 3.6 people per dwelling unit, and the 2010 Federal Census showed an average of 2.26 people per dwelling unit in Scottsdale. This downward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

In 1960, the incorporated area of Scottsdale was only four square miles. As of 2020, the city includes 184.5 square miles within its corporate boundaries. Approximately 17.7 square miles of land within the city’s boundary are undeveloped (figure excludes preserved lands). As of July 2018, Scottsdale’s population was three-quarters of the estimated built-out population projection of 316,700 by 2055, as based on the current General Plan land use configuration. Looking to the future, many events, factors, and trends, both external and internal will mold community growth and changes. A priority facing the community is finding the resources needed to provide the same distinguished level of services and amenities current residents enjoy to the numbers of new residents expected in the future, while maintaining the high quality of life for all residents.

### Scottsdale’s Population Growth



- JENNY LIN RD.
- CIRCLE MOUNTAIN RD.
- HONDA BOW RD.
- ROCKAWAY HILLS RD.
- DESERT HILLS DR.
- JOY RANCH RD.
- STAGECOACH PASS
- CAREFREE HWY.
- DOVE VALLEY RD.
- LONE MOUNTAIN RD.
- DIXILETA DR.
- DYNAMITE BLVD.
- JOMAX RD.
- HAPPY VALLEY RD.
- PINNACLE PEAK RD.
- DEER VALLEY RD.
- LOOP 101
- UNION HILLS DR.
- BELL RD./FRANK LLOYD WRIGHT BLVD.
- GREENWAY PKWY.
- THUNDERBIRD RD.
- CACTUS RD.
- SHEA BLVD.
- DOUBLETREE RANCH RD.
- MCCORMICK PKWY.
- INDIAN BEND RD.
- LINCOLN DR.
- MCDONALD DR.
- CHAPARRAL RD./CAMELBACK RD.
- CAMELBACK RD.
- INDIAN SCHOOL RD.
- THOMAS RD.
- MCDOWELL RD.
- LOOP 202
- MCKELLIPS RD.



**Primary Features**

- City Boundary Line
- Transmission Lines (115 kV and Larger)
- Regional/Citywide Transportation System
- Canals
- Scottsdale McDowell Sonoran Preserve (See Open Space Element)



- 56th ST.
- 64th ST.
- SCOTTSDALE RD.
- HAYDEN RD.
- PIMA RD.
- LOOP 101
- 96th ST.
- 104th ST.
- 112th ST.
- 120th ST.
- 128th ST.
- 134th ST.
- 142th ST.
- PALISADES BLVD.
- BEELINE HWY. (87)

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**SECTION 2 - CHAPTERS**







# 1. CHARACTER & CULTURE



## INTRODUCTION

Scottsdale is a special place. It is first and foremost a residential community and southwest tourist destination. By geographic size, Scottsdale is a large community, and its topographical diversity has resulted in a variety of development patterns—from large estates reminiscent of rural communities, to compact, pedestrian-oriented urban areas. Among this collection of living environments, Scottsdale has worked to provide access to nature; protect large, pristine mountain and desert areas; and offer an assortment of employment and creative opportunities while minimizing potential conflicts between differing land uses.

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

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



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

**ELEMENTS IN THIS CHAPTER:**

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

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

*- CityShape 2020 Comprehensive Report (1996)*

## Character & Culture Chapter

### CHARACTER & DESIGN ELEMENT

- Goal CD 1** Determine development appropriateness
- Goal CD 2** Develop, maintain, refine Character Area Plans
- Goal CD 3** Foster quality design
- Goal CD 4** Enhance streets and public spaces
- Goal CD 5** Promote character through landscaping
- Goal CD 6** Minimize light and noise pollution
- Goal CD 7** Honor western/equestrian lifestyle

### LAND USE ELEMENT<sup>‡</sup>

- Goal LU 1** Enhance economic viability and character
- Goal LU 2** Sensitively integrate land uses
- Goal LU 3** Maintain a balance of land uses
- Goal LU 4** Develop land use patterns that support mobility
- Goal LU 5** Promote land use patterns that conserve resources<sup>‡</sup>
- Goal LU 6** Improve economic well-being
- Goal LU 7** Protect the Scottsdale Airport
- General Plan Amendment Criteria<sup>‡</sup>**

### ARTS, CULTURE & CREATIVE COMMUNITY ELEMENT

- Goal ACC 1** Support arts and cultural programs
- Goal ACC 2** Build on arts, culture, and creativity
- Goal ACC 3** Promote creative placemaking
- Goal ACC 4** Protect historic and cultural resources
- Goal ACC 5** Promote a creative community

[<sup>‡</sup> = State-required]



## CHARACTER & DESIGN ELEMENT

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

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

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

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

## CHARACTER TYPES

Character Types describe the general pattern, form, and intensity of development. Character Types are distinct from zoning districts and land use categories. The Zoning Ordinance will govern specific development standards, such as building height, by zoning district. Per State Statute, Scottsdale must designate and maintain a broad variety of land uses and include density standards pertaining to land use categories that have such. Please reference the Land Use Element for that information.

- **Urban Character Types** consist of higher-density residential, non-residential, and mixed-use neighborhoods, including apartments, high-density townhouses, business and employment centers, and resorts. Development in Urban Character Types should have pedestrian orientation, shade, activity nodes, and useable open spaces that encourage interaction among people. Building form and heights typically transition to adjacent Rural and Suburban Character Types. Taller buildings may be appropriate in Growth Areas, depending on context (see Growth Areas Element). Examples include Old Town Scottsdale, a mixed-use center of distinct urban districts; mixed-use portions of the Greater Airpark, particularly along Scottsdale Road; areas within the Scottsdale Road and Shea Boulevard Couplet; and the HonorHealth hospital/medical campus near Shea Boulevard and 90th Street.



- A portion of the Old Town Urban Character Type, the Downtown Core, as identified, described, and defined by specific boundary in the Old Town Scottsdale Character Area Plan, incorporates the primary pedestrian areas in Old Town. The Downtown Core is a resident and tourist destination that includes downtown's historic legacy and heritage, specialty retail, art galleries, restaurants, public art, and the highest concentration of individually designated historic buildings found in the city. In contrast to the majority of the area, the Downtown Core is comprised of the lowest intensity of development in all of Old Town. The small lot development pattern, active ground level land uses, and pedestrian focus of the Downtown Core are some of the primary elements that give Old Town its most identifiable character.



*[Cross-reference Old Town Scottsdale Character Area Plan]*

■ **Employment Cores** are primary employment centers for the city. These areas are predominately concentrated in the Greater Airpark Character Area, a mixed-use employment core with primary freeway access, as well as around other major employment campuses, such as the Mayo Clinic and General Dynamics. Employment Cores support a wide range of activities, such as aviation, light-industrial, and regional- and community-level employment uses. These areas consist of multi-functional buildings with an emphasis on technology and corporate character. Taller building heights are found within the core, and low-scale building heights are typically found within the transition areas adjacent to Rural and Suburban Character Types. The Greater Airpark Character Area Plan denotes appropriate locations for height and intensity in the Airpark area. (See also: Growth Areas Element).



■ **Tourism/Recreation Areas** consist of major natural and developed open spaces and recreational amenities located primarily along the Central Arizona Project (CAP) aqueduct. The character of developments in these areas should accentuate the open space and resort-like amenities located within and surrounding the area. Existing facilities include, but are not limited to, the Tournament Players Club (TPC) golf courses, Fairmont Scottsdale Princess Resort, WestWorld Equestrian Park, and Taliesin West.



■ **Suburban/Suburban Desert Character Types** contain medium-density neighborhoods, which include a variety of residential, commercial, employment centers, and resorts. Suburban Character Types incorporate a wide variety of recreational and leisure opportunities. Likewise, pedestrian and bicycle linkages weave these neighborhoods together to create a livable community. The physical character of these areas varies widely throughout the community and is based on period of construction, surrounding topography, and natural features. Taller buildings may be considered within designated Activity Areas with appropriate transitions to adjacent development (see Growth Areas Element).



■ **Resort Villages** include concentrations of major resorts and master-planned communities with high-amenity tourist and residential accommodations. These Character Types are located in the northern portions of Scottsdale, as well as, in the “Resort Corridor” located along Scottsdale Road north of Old Town. These areas consist of major resorts and supporting uses, such as quality office, specialty retail, recreation, and compatible high-amenity housing. Building heights are typically lower scale for Resort Village Character Types in Desert Districts (see bullet below).



■ **Environmentally Sensitive Lands and Desert Districts** include areas of all Character Types in the Environmentally Sensitive Lands Ordinance (ESLO) overlay zoning district, and may include significant environmental amenities or hazards. Special care should be taken to minimize the impacts of development in these districts. Sensitive areas in these character types should ultimately be preserved as natural open space, and all areas follow the regulations of ESLO.



■ **Rural/Rural Desert Character Types** contain low-density and large lot development, including horse privilege neighborhoods and areas with particularly sensitive and unique natural environments. The rural lifestyle of these areas further emphasizes preservation of the desert and equestrian character. Building heights are typically low scale. The identity and natural desert character of this Character Type should be strengthened and maintained.



- **Native Desert and Mountain Districts** include the McDowell and Continental Mountains, as well as the mountainous regions of northern Scottsdale. Steep mountainsides, boulder features, mountain peaks, ridges, and incised washes characterize these areas. Development regulations should offer incentives to preserve land in these areas and to transfer any allowable density to adjacent land containing few environmental constraints. Any development permitted in this district should be low-density and special care should be taken to minimize the impacts of development on the natural character of the land. Low-impact recreational opportunities may be considered for these areas, including hiking, mountain biking, and equestrian trails.

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





## Goals and Policies

### Goal CD 1

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

#### *Policies*

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



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

**CD 1.2** Consider the effects of building height, overall development density, and building orientation on adjacent neighborhood character, privacy, and viewsheds. *[Cross-reference Land Use; Open Space; Growth Areas; Energy; and Neighborhood Preservation & Revitalization Elements]*



**CD 1.3** Ensure that all development is a part of and contributes to established Character Types.

**CD 1.4** Encourage transitions and blending of character between Character Types, including, open space areas, building height, massing, and orientation. *[Cross-reference Open Space; Environmental Planning; Energy; Growth Areas; and Neighborhood Preservation & Revitalization Elements]*



## Goal CD 2

**Develop, maintain, and refine Character Areas and Character Area Plans to foster quality development and consistent character and context within various areas of the community.**

### *Policies*

**CD 2.1** Set priorities for the creation and updating of Character Area Plans.

**CD 2.2** Character Area Plans should address “edges,” places where two Character Areas meet or places where Scottsdale’s boundaries abut other governmental jurisdictions, to ensure compatible transitions of character and connections.

**CD 2.3** Ensure the involvement and participation of Character Area residents, businesses and property owners in planning and implementation. *[Cross-reference Community Involvement Element]*

### Goal CD 3

---

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

#### *Policies*

**CD 3.1** Strengthen Scottsdale’s economic and environmental attributes, distinctive character, and attractiveness through collaborative site planning and design.

*[Cross-reference Open Space; Environmental Planning; Economic Vitality; Healthy Community; and Neighborhood Preservation & Revitalization Elements]*

**CD 3.2** Use existing, and adopt new comprehensive polices, guidelines, and design standards for use in the design and development review process, to ensure public and private development responds to and enhances the diverse character and contexts within our Sonoran Desert community.

*[Cross-reference Open Space; Environmental Planning; Conservation; Energy; and Neighborhood Preservation & Revitalization Elements]*

### Goal CD 4

---

Enhance the design of streets and public spaces to improve Scottsdale’s visual quality, experience, Sonoran Desert context, and social life.

#### *Policies*

**CD 4.1** Promote contextually compatible streetscapes that correspond with the following classifications:

- **Urban Streetscapes** encourage pedestrian comfort, safety, and accessibility using decorative elements, such as arcade-covered walkways, shade, pedestrian lighting, decorative paving and street crossings, transit shelters, seating, waste receptacles, and landscaping. Urban Streetscapes strive for equality among pedestrians, bicyclists, and automobiles in the design of the public realm. *[Cross-reference Safety; Bicycling; Environmental Planning; Conservation; Public Services & Facilities; and Circulation Element]*
- **Suburban Streetscapes** strive to achieve compatibility and safety between automobile traffic, neighborhood amenities (schools and parks), pedestrians, bicyclists, and recreational activities through the use of landscape areas, consideration of sidewalk alignment, and incorporation of a broad tree canopy. *[Cross-reference Land Use; Safety; Recreation; Open Space; Bicycling; Environmental Planning; Conservation; Neighborhood Preservation; Revitalization; and Circulation Element]*

- **Transitional Streetscapes** serve as buffers between traffic and adjacent land uses in medium- to low-intensity development areas. These streetscapes incorporate native plants or desert-adapted plants and non-motorized pathways. Existing natural features and contextual character of the immediate area are also considered in the design. *[Cross-reference Land Use; Environmental Planning; Conservation; and Circulation Element]*
- **Natural Streetscapes** embody the natural state of the Sonoran Desert environment to the greatest extent possible, while incorporating non-motorized paths in the public realm. Native plants and plant densities should buffer adjoining uses, protect view corridors, and preserve rural and desert contexts. *[Cross-reference Circulation; Open Space; Environmental Planning; and Conservation Element]*

- CD 4.2** Blend different streetscape categories where they join to prevent a marked difference between opposing sides of streets.
- CD 4.3** Establish new, and maintain existing, guidelines and policies for the design and maintenance of Visually Significant Roadways and major city streets, including Scenic Corridors, Buffered Roadways, Desert Scenic Roadways (in ESLO districts), and streets with themed streetscape designs. *[Cross-reference Open Space Element]*
- CD 4.4** Form and apply policies to guide landscape maintenance and infrastructure placement in the public rights-of-way and easements consistent with the desired streetscape character. *[Cross-reference Open Space Element]*

- CD 4.5** Identify and establish consistent entrances to Scottsdale and, as appropriate, key gateways to neighborhoods and Character Areas so that residents and visitors have a sense of arrival. *[Cross-reference Circulation Element]*



- CD 4.6** Establish and enhance the visual identity and physical function of Scottsdale’s developed open space corridors. *[Cross-reference Open Space and Circulation Elements]*
- CD 4.7** Ensure environmental sensitivity and consideration of aesthetics in the design and retrofit of transportation systems, infrastructure, and public facilities. (e.g., Scottsdale redesigned the Loop 101/Pima Freeway to include public art and aesthetic treatment). *[Cross-reference Open Space; Environmental Planning; Conservation; Circulation; Public Services & Facilities; and Arts, Culture & Creative Community Elements]*

## Goal CD 5

---

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

### *Policies*

- CD 5.1** Employ appropriate heat island reduction techniques to reduce the effects of reflective heat and glare on buildings and paved surfaces. *[Cross-reference Environmental Planning Element]*
- CD 5.2** To the greatest extent possible, replace dead and dying landscaping with drought resistant plants to maintain or improve density pattern, shade, and area character. *[Cross-reference Environmental Planning and Conservation Elements]*

## Goal CD 6

---

**Minimize light and noise pollution.**

### *Policies*

- CD 6.1** Support Scottsdale's dark sky areas and designation as an Outdoor Light Control City by reducing light pollution, glare, and trespass where possible, while still attending to public safety needs. *[Cross-reference Safety; Public Services & Facilities; Public Buildings; and Neighborhood Preservation & Revitalization Elements]*
- CD 6.2** Encourage creative, energy-efficient, and high-quality designs for outdoor lighting that reflect the character of the local context. *[Cross-reference Energy; Public Buildings; and Neighborhood Preservation & Revitalization Elements]*
- CD 6.3** Integrate noise considerations and abatement techniques into the planning process. *[Cross-reference Land Use; Circulation; Safety; Public Services & Facilities; Public Buildings; and Neighborhood Preservation & Revitalization Elements]*

## GOAL CD 7

Honor Scottsdale's western and equestrian lifestyle.

### Policies

- CD 7.1** Protect equestrian use areas from incompatible development. *[Cross-reference Cactus Corridor Character Area Plan and Open Space; Land Use; and Recreation Elements]*
- CD 7.2** Accommodate equestrian users in the design of streets and trails. *[Cross-reference Open Space; Circulation; and Recreation Elements]*
- CD 7.3** Celebrate the preservation of western and southwestern art, character, museum works, and architecture, both citywide and within Historic Old Town. *[Cross-reference Old Town Scottsdale Character Area Plan; and Arts, Culture & Creative Community and Economic Vitality Element]*
- CD 7.4** Protect the heritage and Western character of the original Historic Old Town District through both the Character Area Plan and Urban Design and Architectural Guidelines. *[Cross-reference Old Town Scottsdale Character Area Plan; Arts, Culture & Creative Community and Economic Vitality Elements]*



JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

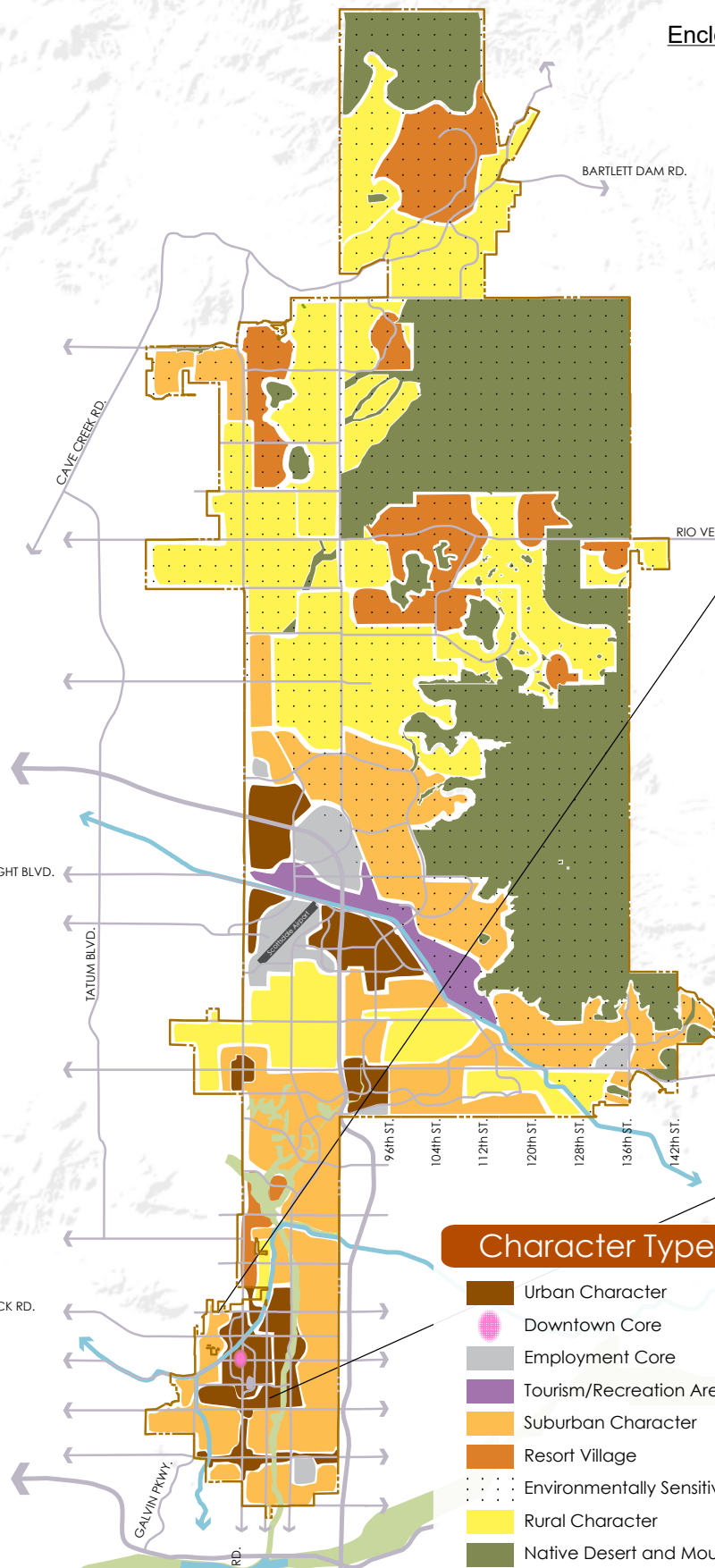
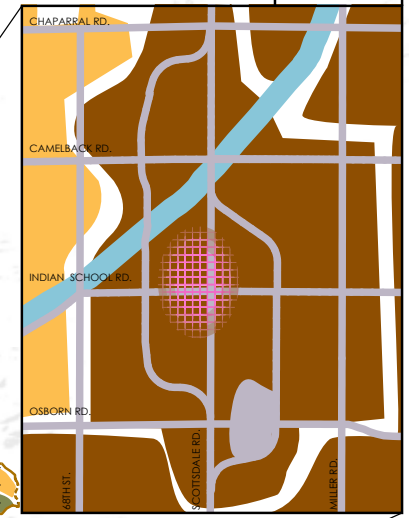
LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

Old Town

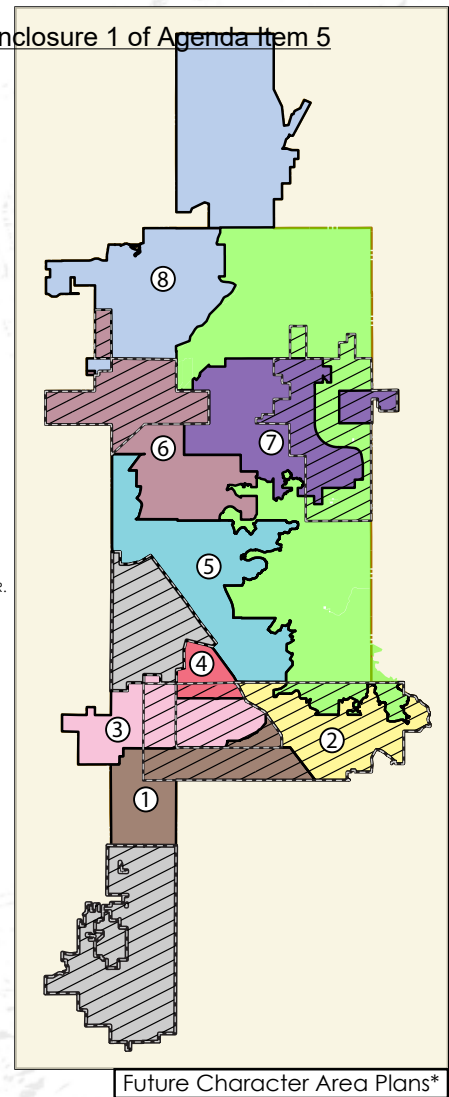
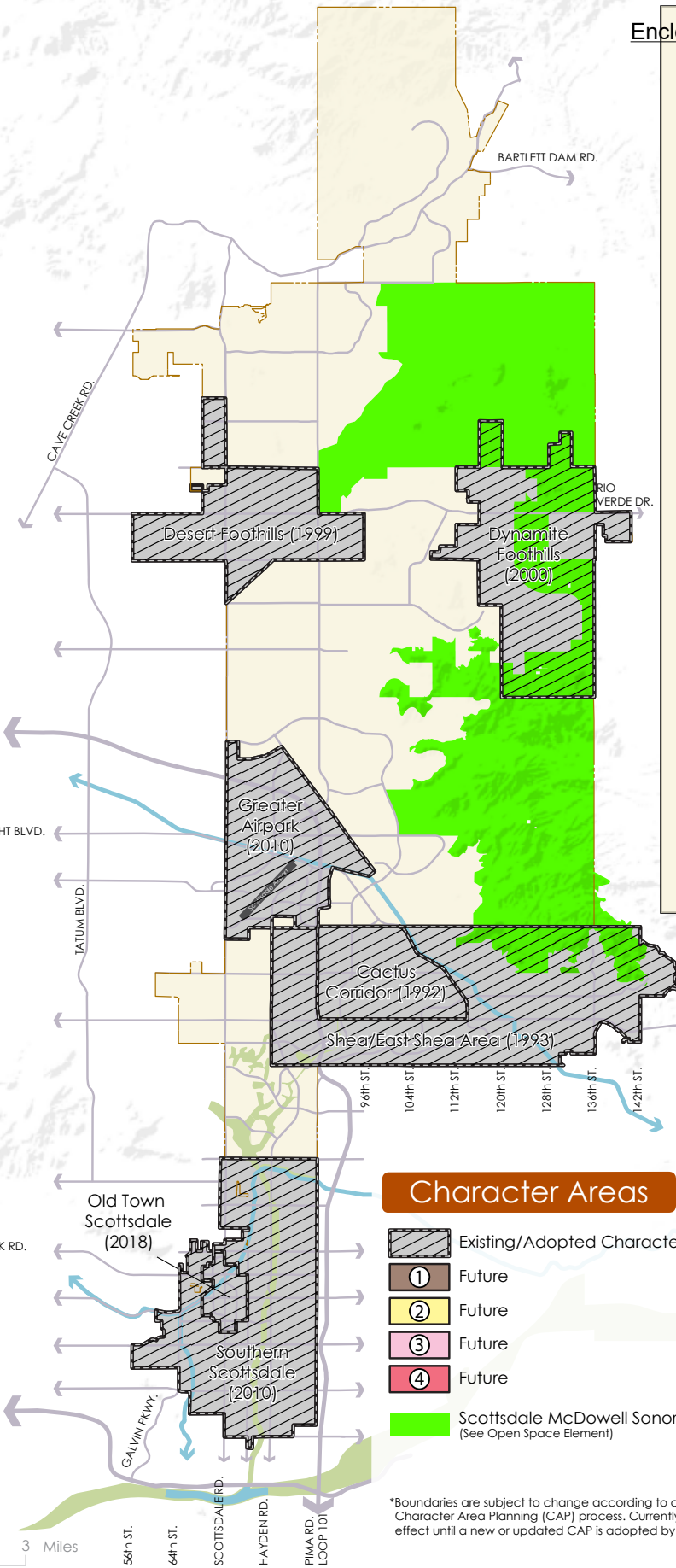


**Character Types**

- Urban Character
- Downtown Core
- Employment Core
- Tourism/Recreation Area
- Suburban Character
- Resort Village
- Environmentally Sensitive Lands and Desert Districts
- Rural Character
- Native Desert and Mountain Districts



JENNY LIN RD.  
 CIRCLE MOUNTAIN RD.  
 HONDA BOW RD.  
 ROCKAWAY HILLS RD.  
 DESERT HILLS DR.  
 JOY RANCH RD.  
 STAGECOACH PASS  
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 UNION HILLS DR.  
 BELL RD./FRANK LLOYD WRIGHT BLVD.  
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 DOUBLETREE RANCH RD.  
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 INDIAN BEND RD.  
 LINCOLN DR.  
 McDONALD DR.  
 CHAPARRAL RD./CAMELBACK RD.  
 CAMELBACK RD.  
 INDIAN SCHOOL RD.  
 THOMAS RD.  
 McDOWELL RD.  
 LOOP 202  
 McKELLIPS RD.



**Character Areas**

	Existing/Adopted Character Area		Future
	Future		Future
	Future		Future
	Future		Future
	Future		
	Scottsdale McDowell Sonoran Preserve (See Open Space Element)		

\*Boundaries are subject to change according to community input during Character Area Planning (CAP) process. Currently adopted CAPs remain in effect until a new or updated CAP is adopted by the City Council.





JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

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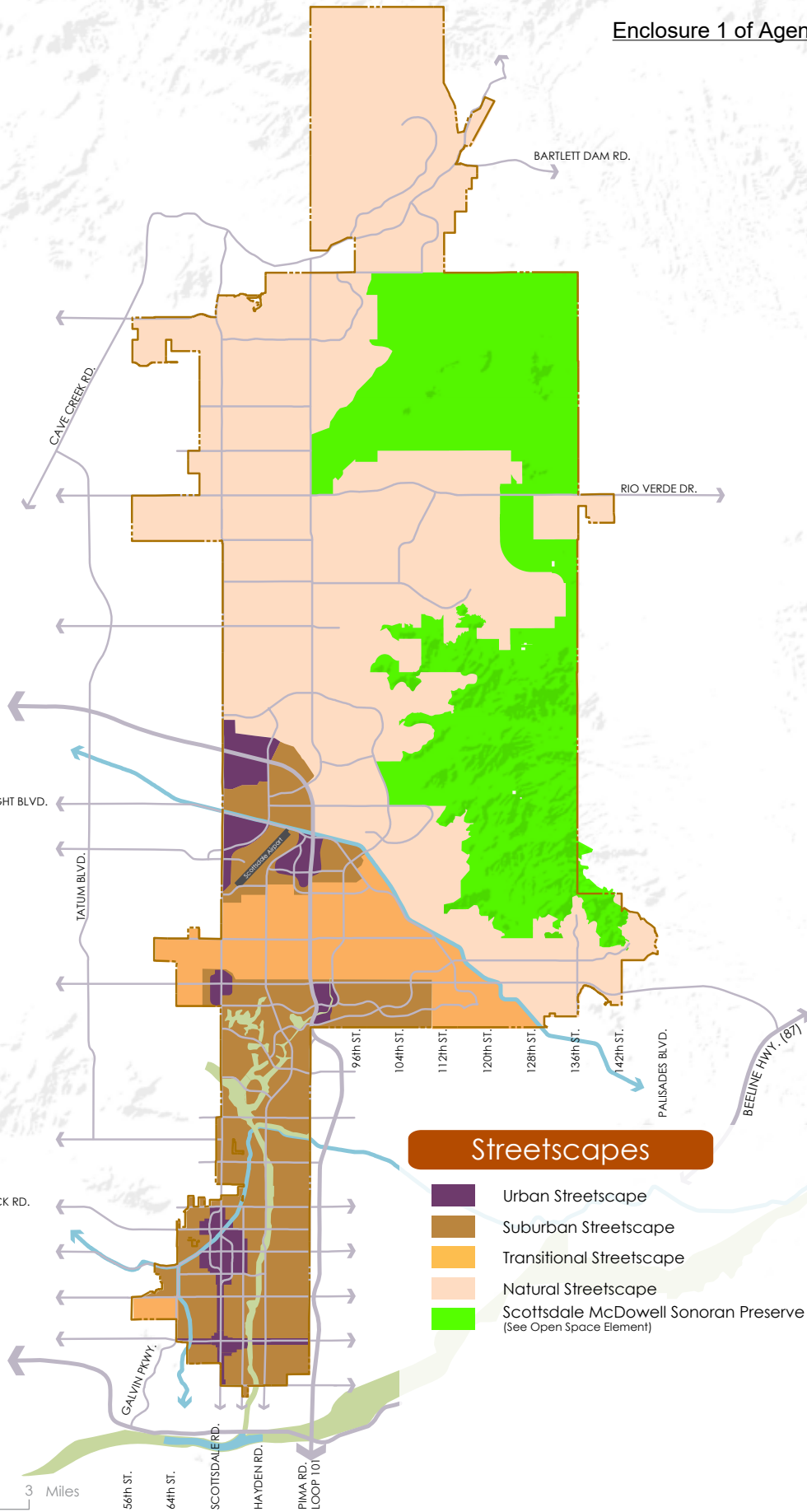
INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.





## LAND USE ELEMENT<sup>+</sup>

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

### Resorts and Tourism

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

### Desert Preservation Efforts

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

(Scottsdale McDowell Sonoran Preserve), linking the McDowell Mountains with McDowell Mountain Regional Park and Fountain Hills McDowell Mountain Preserve to the east, the Tonto National Forest to the north, and the City of Phoenix open space networks to the west. Scottsdale has also required desert-sensitive design throughout the community through Scottsdale's adopted Sensitive Design Principles, and the Environmentally Sensitive Lands Ordinance (ESLO).

The Scottsdale Sensitive Design Program is a compilation of comprehensive policies and guidelines related to the city's built environment. The Sensitive Design Principles encourage development to enhance the unique climate, topography, vegetation, and historical context of Scottsdale's Sonoran Desert environment.

The Environmentally Sensitive Lands Overlay is a set of zoning regulations that guide development throughout the 134 square miles of desert and mountain areas in Scottsdale. These areas are located north and east of the Central Arizona Project canal. The intent and purpose of the ESLO is to identify and protect environmentally sensitive lands in the city and to promote public health and safety by managing development on these lands. The ordinance requires that a percentage of each property be permanently preserved as Natural Area Open Space (NAOS) and that specific environmental features, including vegetation, washes, mountain ridges and peaks, be protected from inappropriate development. Benefits of ESLO include open space between properties and along roadways, maintaining wildlife corridors, and protecting native vegetation. *[Cross-reference Open Space Element]*

### **Regional Employment Center**

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

### **Character-Based General Planning**

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

### **Land Use Patterns**

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

Scottsdale’s Future Land Uses are distributed as follows:

GENERAL PLAN 2035 LAND USE MIXTURE					
Land Use Group	Land Use Category	General Density	Percentage*	Existing Acreage*	Total Percentage of Group
Residential	Rural Neighborhoods	1 dwelling unit per 1 or more acres	26%	30,955	51%
	Suburban Neighborhoods	More than 1 and less than 8 dwelling units per acre	23%	27,181	
	Urban Neighborhoods	8 or more dwelling units per acre	2%	2,545	
Mixed Uses	Mixed-Use Neighborhoods		3%	4,087	5%
	Resorts/Tourism		2%	1,870	
Non-Residential	Cultural/Institutional or Public Use		3%	3,254	7%
	Commercial		1%	1,311	
	Employment		3%	3,193	
Open Space	Developed Open Space		7%	8,430	37%
	Natural Open Space		5%	5,410	
	McDowell Sonoran Preserve		25%	29,862	

\*ACREAGE IS APPROXIMATE

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

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

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

[‡ = State-required]

## Goals and Policies

### GOAL LU 1

Enhance Scottsdale's economic viability by encouraging land uses that reinforce the city's reputation as the premier international tourist destination in the Southwest and sustain the city's role as a regional cultural center and economic hub. Land uses should be compatible with Scottsdale's character and physical appearance.

#### *Policies*

**LU 1.1** Encourage land uses that preserve a high quality of life and further define Scottsdale's sense of place within the region.

**LU 1.2** Celebrate Scottsdale's desert city image by preserving natural open space and natural ecosystems.  
*[Cross-reference Open Space; Environmental Planning; and Conservation Elements]*

**LU 1.3** Promote development patterns that integrate with and reinforce the character of an area. The city will continually review development patterns to ensure consistency of development in areas with fragmented or evolving patterns.  
*[Cross-reference Character & Design and Neighborhood Preservation & Revitalization Elements]*

**LU 1.4** Collaborate with adjacent jurisdictions to understand the dynamics of, and coordinate on, emerging and redeveloping areas adjacent to the city boundary.



## GOAL LU 2

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**Sensitively transition and integrate land uses with the surrounding natural and built environments.**

### *Policies*

**LU 2.1** Ensure neighborhood “edges” transition to one another through compatible land uses and development patterns. *[Cross-reference Character & Design; Neighborhood Preservation & Revitalization; Circulation; and Bicycling Elements]*

**LU 2.2** Sensitively integrate low-density development patterns and land uses bordering the Scottsdale McDowell Sonoran Preserve and other sensitive natural features. *[Cross-reference Open Space Element]*

**LU 2.3** Locate employment and major non-residential uses along major transportation networks to limit impacts on residential areas and provide citywide and regional access. *[Cross-reference Economic Vitality and Circulation Elements]*



**GOAL LU 3**

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

*Policies*

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

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



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

**LU 3.4** Provide an interconnected, accessible open space system, which includes pedestrian and equestrian links, recreation areas, canals, and drainage ways. *[Cross-reference Open Space and Recreation Elements]*

**LU 3.5** Engage the community in all land use discussions.

**GOAL LU 4**

**Develop context appropriate land use patterns that support a variety of compatible mobility choices and services.**

*Policies*

- LU 4.1** Integrate land uses and transportation systems to allow for a variety of mobility choices. *[Cross-reference Circulation Element]*
- LU 4.2 †** Provide opportunities for pedestrian-oriented development, reduced parking demand, and context appropriate mobility choices. *[Cross-reference Circulation Element]*
- LU 4.3 †** Locate regional land uses and intensities in Growth and Activity Areas to provide the greatest access to various modes of transportation. *[Cross-reference Growth Areas and Circulation Elements]*

**GOAL LU 5 †**

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

*Policies*

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



## GOAL LU 6

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**Attract and retain diverse employment, business, and retail land uses to improve the economic well-being of Scottsdale's residents.**

### *Policies*

- LU 6.1** Promote opportunities for the expansion and revitalization of employment and commercial uses within the city. *[Cross-reference Conservation, Rehabilitation, & Redevelopment Element]*
- LU 6.2** Support well-planned, clustered employment centers of related or similar uses such as Healthcare and Research and Development land uses. *[Cross-reference Healthy Community and Economic Vitality Elements]*
- LU 6.3** Encourage commercial land uses of similar scale and character in proximity to or within medium- to high-density residential areas to promote walkable connections. *[Cross-reference Neighborhood Preservation & Revitalization Element]*

## GOAL LU 7

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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 7.1** Maintain and follow the Airport Part 150 Noise Compatibility Program. Noise contours and other related information must be disclosed to all potential residents and businesses according to the Airport Influence Area and Noise Contour Maps. *[Cross-reference Character & Design; Safety; Economic Vitality; and Circulation Elements]*
- LU 7.2** Maintain Runway Protection Zones next to the Scottsdale Airport. *[Cross-reference Safety; Economic Vitality; and Circulation Elements]*
- LU 7.3** Support aviation-related economic development opportunities and land uses near the Scottsdale Airport. *[Cross-reference Economic Vitality Element; and Greater Airpark Character Area Plan]*

## FUTURE LAND USE MAP DESIGNATIONS<sup>‡</sup>

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

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

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



[<sup>‡</sup> = State-required]

### Residential Land Use Categories:

- **RURAL NEIGHBORHOODS:** This category includes the largest-lot, single-family neighborhoods. Densities in Rural Neighborhoods are usually one dwelling unit per one or more acres. Within the Environmentally Sensitive Lands (ESL) areas, native desert vegetation is abundant and special care is needed to preserve open desert character and environmental features. The goal in Rural Neighborhoods is to retain the large-lot character while preserving desert vegetation, washes, and natural features. Clustering of development may be used to achieve this goal. Rural Neighborhoods may also include equestrian or limited golf course uses.
- **SUBURBAN NEIGHBORHOODS:** This category includes medium- to small-lot single-family neighborhoods or subdivisions. Densities in Suburban Neighborhoods are usually more than one dwelling unit per acre, but less than eight dwelling units per acre. This category also includes some townhouses and small-lot single-family homes, such as patio homes. Suburban Neighborhoods may be used as transitions among less intense areas, Urban Neighborhoods, and non-residential uses.
- **URBAN NEIGHBORHOODS:** This category generally includes multi-family housing. Densities in Urban Neighborhoods are usually eight or more dwelling units per acre. Urban Neighborhoods are generally located near retail centers, offices, or other compatible non-residential uses, serving as transitional land uses between lower-density residential areas and higher intensity non-residential areas. The design of developments in this category must take care to provide adequate circulation to accommodate traffic volumes, provide access to transportation choices (e.g., pedestrian, bicycle, transit) and buffer less dense residential from highly traveled roadways.

### Mixed-Use Land Use Categories:

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

### Non-Residential Land Use Categories:

- **COMMERCIAL:** Commercial uses provide a variety of goods and services to the people who live, work, or visit Scottsdale and have been designated throughout the community at various locations. Neighborhood-serving commercial uses should be located at frequent intervals in relationship to the density of nearby housing to reduce travel time and distance. The size and scale of neighborhood business centers should be compatible with surrounding areas. Neighborhood-serving commercial uses are best located on collector or arterial streets. Community- and regional-serving commercial uses should be located on arterial streets for high visibility and traffic volumes. Community and regional commercial uses work best when they are integrated with a mix of uses. In Suburban and Urban Character Types, mid-range and limited-service hotel accommodations may be appropriate.
- **EMPLOYMENT:** The employment category permits a range of employment uses from light industrial to office uses. There are two types of Employment Land Uses:

  - **LIGHT INDUSTRIAL/OFFICE:** The Employment-Light Industrial/Office areas provide a variety of employment opportunities, business enterprises, aviation uses [see Greater Airpark Character Area Plan], light manufacturing, warehousing, and other light industrial and heavy commercial type activities. Light Industrial/Office uses should be located and designed to limit impacts on and access to residential neighborhoods. These areas should also have excellent access to labor pools and transportation networks. Major streets serving Light Industrial/Office areas should accommodate truck traffic. Transit facilities and other multimodal options are also needed at significant employment centers to accommodate commuters and minimize traffic congestion.
  - **OFFICE:** The Employment-Office Land Use Category includes a variety of office uses. Office uses that embody residential scale and character, and generate low to moderate traffic volumes, may be located along collector or arterial streets or next to residential areas. When next to residential land uses, design of offices should incorporate elements that minimize negative impacts on the neighborhood. Offices needing strong transportation access to accommodate citywide and regional labor pools should be generally located in and around Growth and Activity Areas and in areas with arterial street or freeway access.
- **CULTURAL/INSTITUTIONAL OR PUBLIC USE:** This category includes a variety of public and private facilities including, but not limited to, government buildings, schools, museums, private and public utilities, the Scottsdale Airport, and Taliesin West.

### Open Space Land Use Categories:

- **MCDOWELL SONORAN PRESERVE:** The McDowell Sonoran Preserve Category consists of mountain and desert land included in the Scottsdale McDowell Sonoran Preserve. Preserve land may be publicly or privately owned. Privately owned Preserve land that abuts city-owned Preserve land should be protected through a variety of means, including zoning action, dedicated easements, or other entitlements that limit use to conservation/preservation purposes. This land generally possesses outstanding scenic value; valuable wildlife habitat and migration routes; lush desert vegetation; significant environmental conditions, such as sensitive washes and/or riparian areas; mountain peaks and valleys; archaeological and historic sites; and opportunities for passive recreation in designated areas. Subject to Article 8, Section 12 of the Scottsdale City Charter, alterations to the natural state of Preserve lands may be subject to a municipal election. The McDowell Sonoran Preserve is not depicted within the General Plan Amendment Criteria. *[Cross-reference Open Space Element, which illustrates the Recommended Study Boundary (RSB) of the Scottsdale McDowell Sonoran Preserve]*
- **NATURAL OPEN SPACE:** The Natural Open Space Category applies to locations where significant environmental amenities or hazards may exist, including mountainous terrain, steep slopes, boulders, flood hazard areas, and washes. Lands in the Natural Open Space Category should remain as permanent or revegetated open space. This classification is often the result of rezoning actions where developers have agreed to leave part of a property in a natural condition in return for placing an agreed-upon intensity in a less environmentally sensitive area. The community should continue efforts to preserve mountainous areas, washes, and areas with native desert vegetation. Low-impact recreational activities may be suitable for some of these sensitive areas and may include hiking, equestrian, or mountain biking trails.
- **DEVELOPED OPEN SPACE:** The Developed Open Space Category includes public or private recreation areas including, but not limited to, golf courses and city parks. Some Developed Open Space may also be used as drainage facilities for flood control. Developed Open Space amenities serve both residents and visitors. They may also provide links between neighborhoods and provide recreation in employment centers. Their design should integrate with adjacent neighborhoods. Resort/Tourism and Cultural/Institutional and Public Uses are encouraged to locate next to Developed Open Space.

**Other Land Use Categories and Map Designations:**

- **CIRCLE:** A Circle on the General Plan Future Land Use Map indicates an area planned for the land use(s) included in the Circle, and subject to existing entitlements granted as part of a particular General Plan and/or Master Planned Community Case, specifically 4-GP-2002 (State Land) and 54-ZN-1989 et al. (DC Ranch). The Land Use categories in the Circle may occur anywhere in the subject area (subject area is denoted on the Future Land Use Map with a dashed outline), per the approved case.
- **REGIONAL USE OVERLAY:** The Regional Use Overlay Category provides flexibility for land uses when it can be shown that new land uses are viable in serving a regional market. Regional uses include, but are not limited to, corporate office, region-serving retail, major medical, educational campus, community service facilities, tourism, and destination attractions. In determining whether proposed land uses are regional in nature, the city will consider whether the use has a regional draw, fulfills current economic development policies, enhances the employment core and the city’s attractiveness to regional markets, benefits from good freeway access, and complements the established character for the area.
- **SHEA CORRIDOR OVERLAY:** The Shea Corridor Overlay applies to neighborhoods along Shea Boulevard. Within this area, specific goals, policies, and guidelines are in effect per the East Shea Area Plan/Shea Area Plan (1987/1993). Policies include:
  - Enhance and protect the existing residential areas while allowing flexibility in residential parcels having Shea frontage.
  - Allow employers offering uses such as medically related services, corporate headquarters, or hotel accommodations.
  - Neighborhood-level retail centers, which provide everyday goods and services, such as groceries, drug stores, and dry cleaning should occur within the neighborhoods, on arterial streets, and outside of the Shea Corridor Overlay so that convenient vehicular and pedestrian access can occur and local traffic will not need to use Shea Boulevard.
- **MAYO SUPPORT DISTRICT OVERLAY:** The Mayo Support District Overlay applies to the area surrounding the Mayo Clinic. Within this district, a flexible approach to locating support uses should be considered. Policies for this area are included in the East Shea Area Plan/Shea Area Plan (1987/1993).

## GENERAL PLAN AMENDMENT CRITERIA<sup>‡</sup>

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

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

### 1) Change in General Plan Land Use Category Criteria

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

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

[‡ = State-required]

**2) Area of Change Criteria**

A change in General Plan Land Use Category of ten (10) or more gross acres.

**3) Character Area Criteria**

A change in General Plan Land Use Category that does not clearly meet the goals, policies, and strategies embodied within an adopted Character Area Plan or that changes an existing character area or boundary.

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

**4) Water/Wastewater Infrastructure Criteria**

A change in General Plan Land Use Category that results in the premature increase in the size of a master planned water transmission or sewer collection facility and that also requires public/community: a) investment for such facilities or b) physical provision of such facilities.

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

A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element (pages 56-59) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (pages 52-55).

**6) Growth Area Criteria**

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

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

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



## 8) Exceptions to the General Plan Amendment Criteria

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

- An area designated by the Circle Land Use Category on the General Plan Future Land Use Map is determined to already be planned for the land use categories within the Circle Designation, per cases 4-GP-2002 (State Land) and 54-ZN-1989 et al. (DC Ranch), and will be processed as a minor amendment.
- Regional uses [see Regional Use Overlay Category description] within the Regional Use Overlay area on the General Plan Future Land Use Map are determined as already planned land uses for that area and will be processed as a minor amendment.
- Proposed land use changes within the Shea Corridor Overlay and/or Mayo Support District Overlay areas that fully meet the goals, policies, and guidelines of the East Shea Area Plan/Shea Area Plan (1987/1993) will be processed as minor amendments.
- If a project applicant wishes to appeal the determination of a major General Plan amendment, the City Manager, or designee, will evaluate the appeal and make a final major amendment process determination.
- The following are exceptions to Criteria #2 - Area of Change - only:
  - A change greater than ten (10) gross acres from one General Plan Residential Land Use Category to another General Plan Residential Land Use Category of lesser density will be processed as a minor amendment.
  - A change greater than ten (10) gross acres in General Plan Land Use Category to Cultural/Institutional or Public Use with a municipal or non-profit cultural facility that is not adjacent to a Rural or Suburban Neighborhoods General Plan Land Use Category, or it does not share direct access to any street having single-family residential driveway access within one-half (1/2) mile of the proposal will be processed as a minor amendment.

**General Plan Amendment Process<sup>‡</sup>**

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

**MAJOR AMENDMENT<sup>‡</sup>**

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

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

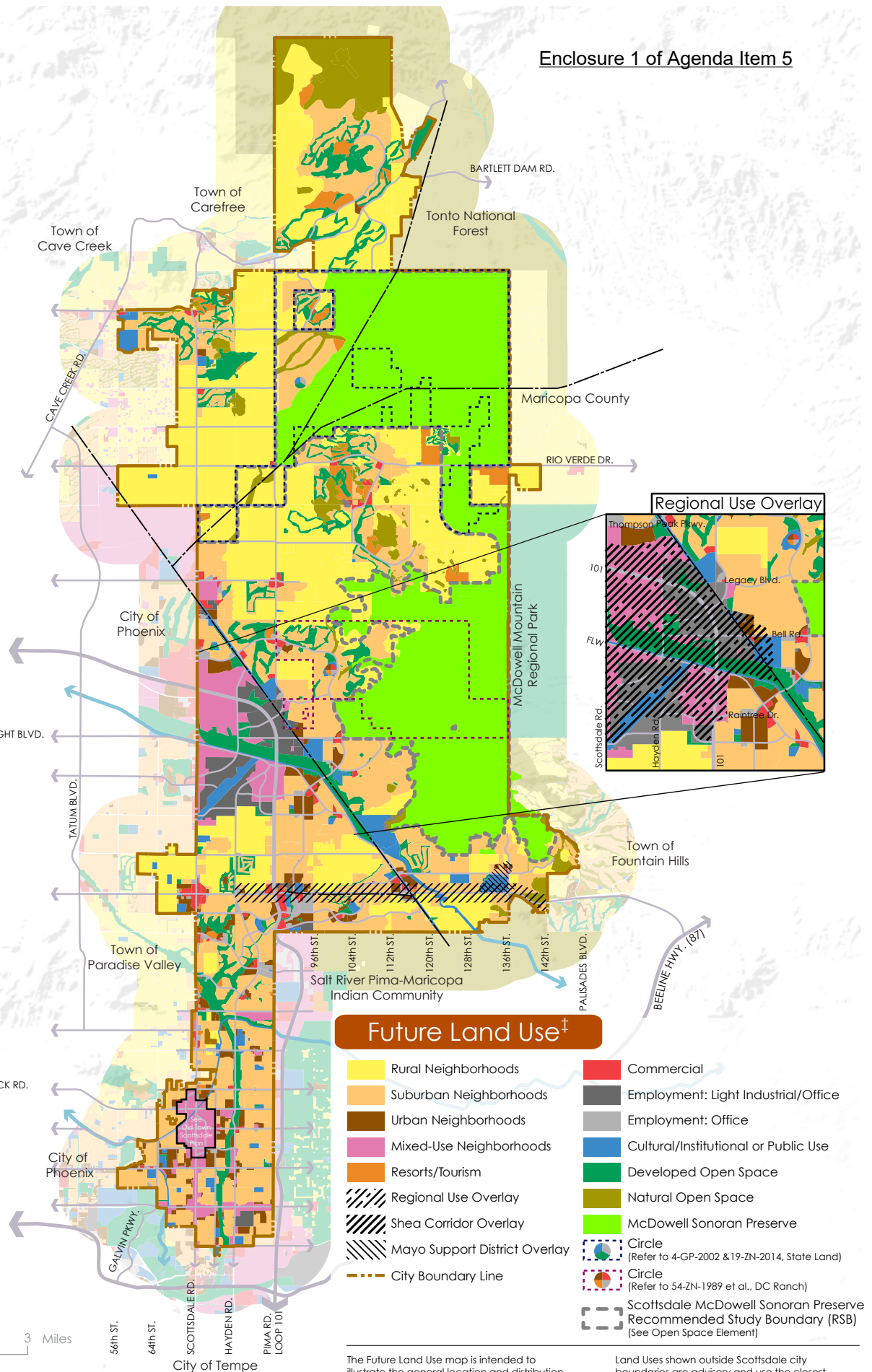
Major Amendments may only be considered by the City Council at a single hearing during the same calendar year as submitted. Approval of a Major Amendment requires an affirmative vote of at least two-thirds of the members of the City Council.

**MINOR AMENDMENT**

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

[<sup>‡</sup> = State-required]

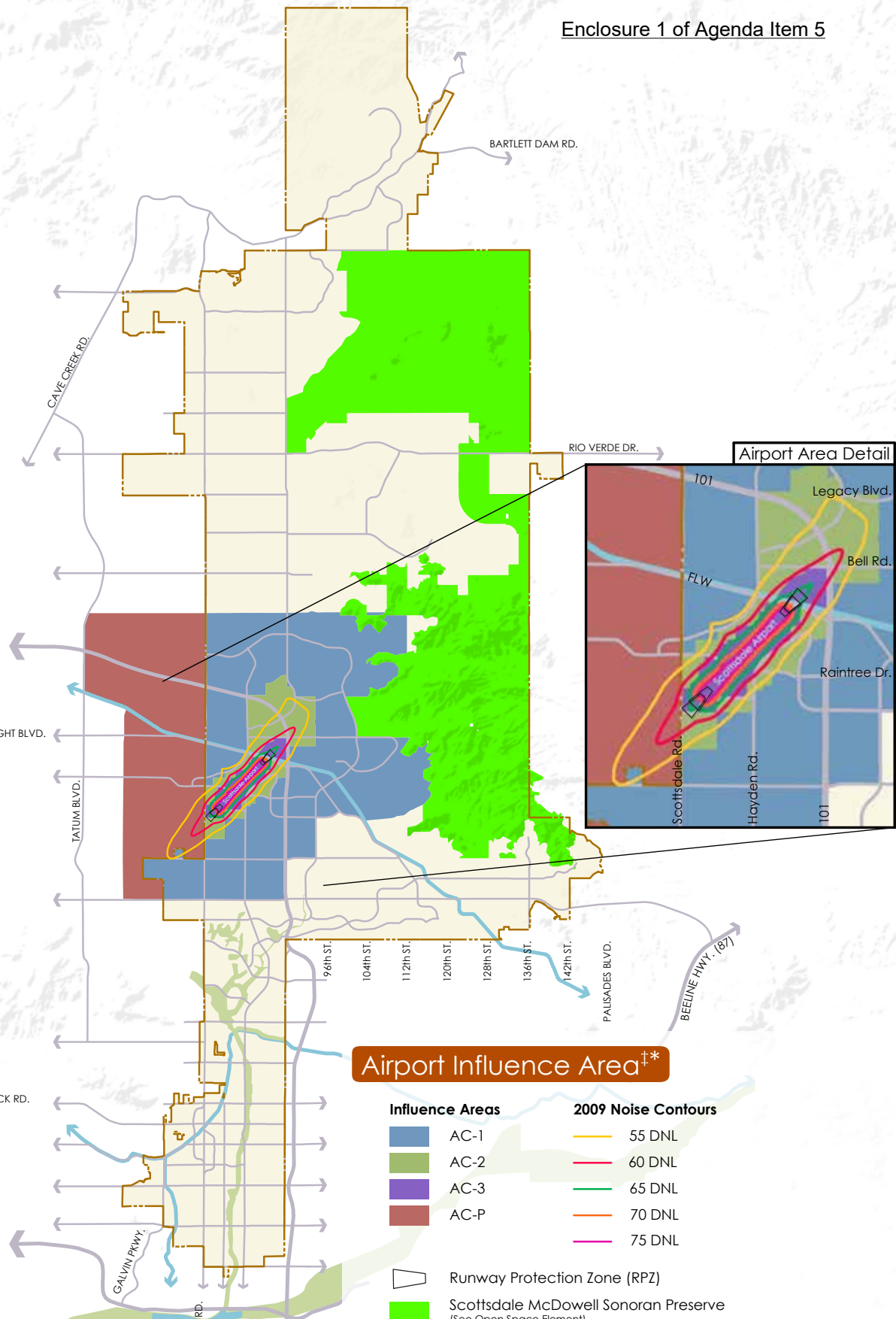
- JENNY LIN RD.
- CIRCLE MOUNTAIN RD.
- HONDA BOW RD.
- ROCKAWAY HILLS RD.
- DESERT HILLS DR.
- JOY RANCH RD.
- STAGECOACH PASS
- CAREFREE HWY.
- DOVE VALLEY RD.
- LONE MOUNTAIN RD.
- DIXILETA DR.
- DYNAMITE BLVD.
- JOMAX RD.
- HAPPY VALLEY RD.
- PINNACLE PEAK RD.
- DEER VALLEY RD.
- LOOP 101
- UNION HILLS DR.
- BELL RD./FRANK LLOYD WRIGHT BLVD.
- GREENWAY PKWY.
- THUNDERBIRD RD.
- CACTUS RD.
- SHEA BLVD.
- DOUBLETREE RANCH RD.
- McCORMICK PKWY.
- INDIAN BEND RD.
- LINCOLN DR.
- McDONALD DR.
- CHAPARRAL RD./CAMELBACK RD.
- CAMELBACK RD.
- INDIAN SCHOOL RD.
- THOMAS RD.
- McDOWELL RD.
- LOOP 202
- McKELLIPS RD.



The Future Land Use map is intended to illustrate the general location and distribution of the various categories of land uses anticipated by the City of Scottsdale General Plan.

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

JENNY LIN RD.  
 CIRCLE MOUNTAIN RD.  
 HONDA BOW RD.  
 ROCKAWAY HILLS RD.  
 DESERT HILLS DR.  
 JOY RANCH RD.  
 STAGECOACH PASS  
 CAREFREE HWY.  
 DOVE VALLEY RD.  
 LONE MOUNTAIN RD.  
 DIXILETA DR.  
 DYNAMITE BLVD.  
 JOMAX RD.  
 HAPPY VALLEY RD.  
 PINNACLE PEAK RD.  
 DEER VALLEY RD.  
 LOOP 101  
 UNION HILLS DR.  
 BELL RD./FRANK LLOYD WRIGHT BLVD.  
 GREENWAY PKWY.  
 THUNDERBIRD RD.  
 CACTUS RD.  
 SHEA BLVD.  
 DOUBLETREE RANCH RD.  
 McCORMICK PKWY.  
 INDIAN BEND RD.  
 LINCOLN DR.  
 McDONALD DR.  
 CHAPARRAL RD./CAMELBACK RD.  
 CAMELBACK RD.  
 INDIAN SCHOOL RD.  
 THOMAS RD.  
 McDOWELL RD.  
 LOOP 202  
 McKELLIPS RD.



**Airport Influence Area<sup>†\*</sup>**

- | Influence Areas  | 2009 Noise Contours   |
|--|---|
| <span style="display:inline-block; width:15px; height:15px; background-color:blue; border:1px solid black;"></span> AC-1   | <span style="display:inline-block; width:15px; border-bottom:2px solid yellow;"></span> 55 DNL  |
| <span style="display:inline-block; width:15px; height:15px; background-color:lightgreen; border:1px solid black;"></span> AC-2   | <span style="display:inline-block; width:15px; border-bottom:2px solid red;"></span> 60 DNL     |
| <span style="display:inline-block; width:15px; height:15px; background-color:purple; border:1px solid black;"></span> AC-3   | <span style="display:inline-block; width:15px; border-bottom:2px solid green;"></span> 65 DNL   |
| <span style="display:inline-block; width:15px; height:15px; background-color:darkred; border:1px solid black;"></span> AC-P  | <span style="display:inline-block; width:15px; border-bottom:2px solid orange;"></span> 70 DNL  |
| <span style="display:inline-block; width:15px; height:15px; border:1px solid black; clip-path:polygon(50% 0%, 61% 35%, 98% 35%, 68% 57%, 98% 57%, 61% 91%, 50% 57%, 35% 91%, 2% 57%, 35% 35%);"></span> Runway Protection Zone (RPZ) | <span style="display:inline-block; width:15px; border-bottom:2px solid magenta;"></span> 75 DNL |
| <span style="display:inline-block; width:15px; height:15px; background-color:limegreen; border:1px solid black;"></span> Scottsdale McDowell Sonoran Preserve<br>(See Open Space Element)  |   |

\*More detail can be found in the Scottsdale Airport Part 150 Noise Compatibility Study and the Scottsdale Airport Master Plan.



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## ARTS, CULTURE & CREATIVE COMMUNITY ELEMENT

Arts and culture are as integral to Scottsdale's character as the Sonoran Desert. The Scottsdale Visioning process of the early 1990s recognized this aspect, making it one of the Four Dominant Themes that define Scottsdale's unique characteristics.

*[Cross-reference Scottsdale's Vision and Values section]*

Arts and culture provide a window into Scottsdale's unique history and evolution. This legacy is expressed through historic buildings, residents' oral histories, and ongoing community traditions and celebrations. Today's equestrian events—the Parada Del Sol Rodeo and Parade, and the Hashknife Pony Express reenactment—emphasize the community's western roots. The establishment of a public art program, the 1% Ordinance for Public Art (which is tied to new development and capital improvements), and future-oriented, immersive public art events, such as Canal Convergence, display the community's commitment and passion for the arts. Although incorporated in 1951, Scottsdale boasts a rich history. It recognizes the importance of preserving and celebrating the associated historic and cultural resources. This helps retain the city's unique culture and heritage.

The arts are a part of daily life for many community members. Arts and cultural activities, whether one of Scottsdale's signature special events, a visit to Scottsdale Museum of Contemporary Art, Scottsdale's Museum of the West, one of our many art galleries, or a community theater group performance, stimulate economic activity and generate revenue to support the community. Arts and culture will continue prominence in Scottsdale through animated public places, enhanced tourist experiences, and heightened presence of our visual and performing arts. Strong presence of the arts in the community, including for-profit art galleries and businesses, non-profit organizations such as Scottsdale Arts, and educational institutions like Scottsdale Artists' School, will also shape the community's creative workforce and future leaders as creative problem solvers.



The arts and cultural landscape of the community and region is transforming. Changing communications and technology alter the way people view and experience the arts. Evolving demographics challenge traditional preferences about art and the creative process. These challenges, coupled with an increasingly competitive regional arts and cultural environment, will require creative solutions and planning to maintain our dynamic arts and cultural landscape.

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

## Goals and Policies

### GOAL ACC 1

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

*Policies*

- ACC 1.1** Develop, implement, and regularly update arts and cultural strategic/master plans.
- ACC 1.2** Broadly engage Scottsdale community members in arts and cultural planning. *[Cross-reference Community Involvement Element]*
- ACC 1.3** Explore various techniques to expand the space available for arts exhibits, classes, performances, and other cultural activities. *[Cross-reference Recreation; Public Buildings; and Public Services & Facilities Elements]*



### GOAL ACC 2

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

*Policies*

- ACC 2.1** Increase promotion of Scottsdale’s vibrant arts and cultural programs. *[Cross-reference Land Use and Economic Vitality Elements]*
- ACC 2.2** Welcome new districts that celebrate the city’s tradition of arts and culture, and support the revitalization of existing arts-related districts. *[Cross-reference Old Town Scottsdale Character Area Plan]*
- ACC 2.3** Strengthen Old Town arts destinations through physical improvements, promotion, the adaptive reuse of unique spaces, and collaboration among arts and cultural entities. *[Cross-reference Old Town Scottsdale Character Area Plan]*
- ACC 2.4** Develop partnerships to build regional, national, and international tourism and cultural exchange programs.
- ACC 2.5** Maximize the potential of the Downtown Arts District as defined by the art galleries, related arts businesses, the Scottsdale Artists’ School, city museums, Scottsdale Arts, and the Scottsdale Philharmonic, for generating economic activity.



**GOAL ACC 3**

Promote creative placemaking to revitalize neighborhoods, enhance sense of place, celebrate cultural heritage, and strengthen community character.

*Policies*

**ACC 3.1** Integrate art into public programs, natural features, civic buildings, infrastructure, and other community assets to strengthen sense of place. *[Cross-reference Character & Design and Public Buildings Element]*



**ACC 3.2** Encourage public art that reflects the city’s past, present, and future.

**ACC 3.3** Promote the co-location or clustering of arts-related uses, enterprises, and artistic venues near supporting activities. *[Cross-reference Recreation; Public Buildings; and Public Services & Facilities Elements]*

**ACC 3.4** Integrate public art at various scales into the built environment citywide. *[Cross-reference Character & Design Element]*

**GOAL ACC 4**

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

*Policies*

**ACC 4.1** Provide a variety of incentives to enhance, preserve, and prevent loss of significant historic, cultural, and archaeological resources.



**ACC 4.2** Promote preservation, revitalization, adaptive reuse, and/or restoration of identified, significant historic resources as alternatives to wholesale redevelopment. *[Cross-reference Neighborhood Preservation & Revitalization and Conservation, Rehabilitation, & Redevelopment Elements]*

**ACC 4.3** Develop partnerships with groups such as the Scottsdale Historical Society, Frank Lloyd Wright Foundation, Cosanti Foundation, Cattletrack/Ellis Compound, the Smithsonian, Scottsdale’s Museum of the West, and other local, regional, and national historic and archaeological organizations to identify, evaluate, and preserve significant historic, architectural, cultural, and archaeological resources with the aim of listing significant resources in the Scottsdale Historic Register.



**GOAL ACC 5**

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

*Policies*

**ACC 5.1** Develop public arts and cultural experiences to increase access to and awareness of the arts, which may include visual arts in the form of artworks, crafts, photography, film/audio-visual, fashion, lightscapes, gallery exhibitions, and architecture; performing arts such as drama, music, and dance; literary art through books, poetry, and libraries; culinary art; and ideas/products of imagination. *[Cross-reference Economic Vitality Element]*



**ACC 5.2** Promote a supportive environment for working artists to help expand the creative community within Scottsdale. Working artists may include performers, authors, poets, writers, architects, fashion designers, photographers, cinematographers, art gallery owners, performance venue operators, cultural event producers, and others.

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PANSADES BLVD.

BEELINE HWY. (87)

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

Cosant

McCormick-Stillman Railroad Park

Cattle Track

Kerr Cultural Center

Scottsdale Police Museum

WestWorld

Talesin West

Old Town Scottsdale

Scottsdale Historical Museum

Scottsdale Heritage Connection

Center for the Performing Arts

Scottsdale Stadium

Scottsdale Museum of Contemporary Art

Scottsdale Artists' School

Museum of the West

Existing Art & Cultural Resources

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



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## 2. SUSTAINABILITY & ENVIRONMENT



### INTRODUCTION

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

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

Scottsdale also provides an exemplary open space system, which contributes to an exceptional quality of life and visitor experience. A large proportion of the city will remain as natural open space through privately-dedicated Natural Area Open Space (NAOS) within Environmentally Sensitive Lands District (ESL) areas and through citizen initiative. In established areas, a network of parks, scenic and vista corridors, paths, and trails provide access to nature, recreation opportunities, ecological benefits, and beauty. As the city nears build-out, almost half of all land in Scottsdale will be dedicated as open space and connected to the regional system of over 4,700 square miles of open space.

Scottsdale's population has steadily increased while the opportunity to create open space and preserve environmental resources has diminished. The city will need to acquire and create



new open space in areas where it is most lacking, preserve unique natural features and environmental quality, provide greater access to and connectivity between open spaces, and retrofit existing open spaces to accommodate the community’s needs in the future.

Scottsdale recognizes that economic growth, environmental stewardship, the provision of open space, and fiscal responsibility are interrelated and mutually achievable goals. Therefore, when environmental and open space goals compete with other goals, such as those related to economic development, the city commits to equally considering environmental and open space objectives.

The Sustainability & Environment Chapter fosters the planning for, and implementation of, comprehensive, integrated, sustainable strategies that enhance the City of Scottsdale. These items include open space, natural resource conservation, energy efficiency, and water conservation; air and water quality protection; noise pollution; waste reduction; heat mitigation and ecosystem climate resiliency. The strategies also encourage local, state, regional, and national collaboration on environmental issues.

**ELEMENTS IN THIS CHAPTER:**

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

## Sustainability & Environment Chapter

### OPEN SPACE ELEMENT<sup>‡</sup>

- Goal OS 1** Provide open space types<sup>‡</sup>
- Goal OS 2** Fulfill Preserve initiative
- Goal OS 3** Preserve natural open spaces
- Goal OS 4** Maintain a continuous open space system
- Goal OS 5** Provide developed open space opportunities
- Goal OS 6** Relate to land use and character
- Goal OS 7** Manage open space<sup>‡</sup>
- Goal OS 8** Acquire, expand, improve open spaces<sup>‡</sup>
- Goal OS 9** Expand the regional open space system<sup>‡</sup>

### WATER RESOURCES ELEMENT<sup>‡</sup>

- Goal WR 1** Ensure long-term water supplies<sup>‡</sup>
- Goal WR 2** Prepare for climatic impacts

### ENERGY ELEMENT<sup>‡</sup>

- Goal E 1** Become a net-zero community
- Goal E 2** Reduce energy consumption
- Goal E 3** Promote energy efficiency
- Goal E 4** Increase energy efficiency of city facilities
- Goal E 5** Develop renewable energy sources<sup>‡</sup>

### ENVIRONMENTAL PLANNING ELEMENT<sup>‡</sup>

- Goal EP 1** Protect and enhance habitats
- Goal EP 2** Demonstrate environmental stewardship
- Goal EP 3** Improve air quality<sup>‡</sup>
- Goal EP 4** Expand recovery, reuse, and recycling
- Goal EP 5** Encourage environmentally sound design
- Goal EP 6** Surpass water quality standards<sup>‡</sup>
- Goal EP 7** Reduce heat islands
- Goal EP 8** Plan, prepare, adapt for climate impacts

### CONSERVATION ELEMENT<sup>‡</sup>

- Goal CONSV 1** Achieve a sustainable balance<sup>‡</sup>
- Goal CONSV 2** Protect ecosystems<sup>‡</sup>
- Goal CONSV 3** Protect watersheds<sup>‡</sup>
- Goal CONSV 4** Conserve water<sup>‡</sup>
- Goal CONSV 5** Minimize erosion<sup>‡</sup>

[‡ = State-required]



## OPEN SPACE ELEMENT<sup>‡</sup>

Safe, accessible open space is vital for sustaining a high quality of life, thus, a strategically planned, balanced, and connected system of open spaces is essential to both citizen and visitor enjoyment. The City of Scottsdale commits to providing, maintaining, enhancing, and expanding both active and passive open spaces throughout the community to serve the local citizens and remain a highly desirable tourism destination.

Common open spaces serve a variety of functions, such as recreation, aesthetics, and flood control. Throughout Scottsdale, several types of open spaces create different experiences. The Scottsdale McDowell Sonoran Preserve is a continuous tract of natural open space. It protects significant wildlife habitat, maintains the community's connection to the natural Sonoran Desert, and represents an image and character that is uniquely Scottsdale. Other important swaths of preserved natural open space include those dedicated within the Environmentally Sensitive Lands District (ESL). This forward-thinking ordinance serves as a regulatory guide for protecting our environmentally sensitive desert lands, washes, and wildlife corridors, including protection from natural hazards. The ESL District also promotes conservation of natural resources, including watersheds, streams, and aquifers. A major developed open space, the Indian Bend Wash Greenbelt serves as a recreation and flood control tool, as well as a significant segment of the regional park system. Smaller parks next to school sites allow for dual use by the neighborhood and school.

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

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



## Goals and Policies

### Goal OS 1 †

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

#### Policies

**OS 1.1 Scottsdale McDowell Sonoran Preserve.** Provide an integrated public desert open space system consisting of mountains, desert, and natural areas to maintain scenic views, preserve wildlife and desert plant habitats, and protect archaeological and historical resources and sites, while providing public access for educational purposes and passive outdoor recreational opportunities. It is important to sustain Scottsdale's Preserve as natural Sonoran Desert for current and future generations. *[Cross-reference Land Use; Recreation; Environmental; Planning and Conservation Elements]*

**OS 1.2 Natural Open Space.** Provide public and private, natural open spaces to preserve wildlife habitat, views, and sensitive historical/archeological sites, and, where appropriate, incorporate areas for passive recreation. *[Cross-reference Environmentally Sensitive Lands District (ESL); and, Land Use; Healthy Community; Arts, Culture & Creative Community; Recreation; Environmental Planning; and Conservation Elements]*

**OS 1.3 Continuous Open Spaces.** Develop a system of continuous open spaces that connect citywide and regionally. Such open spaces include washes (inclusive of Vista Corridors), streetscapes, wildlife corridors, trails, and canals. *[Cross-reference Character & Design; Land Use; Healthy Community; Recreation; Environmental Planning; and Conservation Elements]*

**OS 1.4 Developed Open Space.** Offer public and private parks and open spaces to accommodate both active and passive recreation. *[Cross-reference Land Use; Healthy Community; and Recreation Elements]*



## Goal OS 2

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

### Policies

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

**OS 2.2** Ensure development in proximity to the Scottsdale McDowell Sonoran Preserve respects its unique location, minimizes impacts to the natural environment, and contributes to the community's visual and physical access to open space and the mountains. *[Cross-reference Character & Design; Land Use; Healthy Community; Environmental Planning; and Conservation Elements]*



**OS 2.3** Restore ecological habitat in degraded areas (e.g., burned, grazed, vehicular damage, invasive species) of the Scottsdale McDowell Sonoran Preserve. *[Cross-reference Environmental Planning and Conservation Elements]*

**OS 2.4** Protect wildlife corridors, habitat, and trail crossings when planning future mobility routes through and adjacent to the Scottsdale McDowell Sonoran Preserve. *[Cross-reference Recreation; Environmental Planning; Circulation; and Conservation Elements]*

## Goal OS 3

**Maintain the lush desert character and wildlife corridors by protecting and preserving natural open spaces.**

### Policies

**OS 3.1** Celebrate Scottsdale's identity as a desert city by preserving existing natural open space, supporting the preservation of the natural ecosystem, and protecting sensitive environmental features. *[Cross-reference Land Use; Conservation; and Environmental Planning Elements]*

**OS 3.2** Protect environmentally sensitive lands from the impacts of development. *[Cross-reference Land Use; Conservation; and Environmental Planning Elements]*

**OS 3.3** Provide opportunities for people to experience and enjoy the Sonoran Desert and mountains, while balancing public access and preservation needs.

## Goal OS 4

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

### *Policies*

- OS 4.1** Develop a public trail and path system that links to other city and regional systems. *[Cross-reference Healthy Community and Recreation Elements]*
- OS 4.2** Identify and consider the positive and negative impacts of proposed projects on viewsheds. *[Cross-reference Character & Design and Land Use Elements]*
- OS 4.3** As development and redevelopment occurs along transportation corridors, ensure the preservation of mountain viewsheds, the Sonoran Desert, natural features, and landmarks that enhance the unique image and aesthetics of major streets through open space buffering. The following Visually Significant Roadway designations should be applied:

- **Scenic Corridors** should be designated along major streets where a significant landscaped buffer is needed between streets and adjacent land uses, where an enhanced streetscape appearance is desired, and where views to mountains and natural or man-made features will be maximized. Scenic Corridors may provide enhanced opportunities for open space, scenic viewing, trails, and pathways in the community.
- **Buffered Roadways** should be designated along major streets to provide an aesthetic or environmental buffer, enhance the unique image of the streetscape, and reduce the impacts that major streets may have on adjacent land uses.
- **Desert Scenic Roadways** should be designated along the one-mile and half-mile streets within Environmentally Sensitive Lands that are not already designated as Scenic Corridors or Buffered Roadways. These designations maintain and enhance open spaces along streets in environmentally sensitive locations.
- Apply a **Preserve Scenic Buffer** along streets within and adjacent to the Recommended Study Boundary (RSB) of the Scottsdale McDowell Sonoran Preserve.

*[Cross-reference Character & Design; Land Use; Arts, Culture & Creative Community; Recreation; Environmental Planning; Conservation Elements; and Visually Significant Roadways Map in Character & Design Element]*

- OS 4.4** Encourage the use of drainage areas, Vista Corridors, and transmission line corridors as open space opportunities. *[Cross-reference Healthy Community; Recreation; Conservation; and Public Services & Facilities Elements]*
- OS 4.5** Locate parks to enhance unique landmarks and environmentally significant areas. *[Cross-reference Character & Design; Land Use; Recreation; and Conservation Elements]*

## Goal OS 5

**Provide developed open space and outdoor opportunities in Scottsdale neighborhoods, giving priority to areas that are most lacking open space.**

### *Policies*

- OS 5.1** Ensure that open spaces in public ownership remain unrestricted and accessible to community members for compatible recreational use.

*[Cross-reference Recreation and Public Services & Facilities Elements]*

- OS 5.2** Locate publicly accessible and useable open spaces within Growth and Activity Areas and established neighborhoods.

*[Cross-reference Land Use; Healthy Community; Growth Areas; Recreation; and Neighborhood Preservation & Revitalization Elements]*



- OS 5.3** Capitalize on opportunities to create new, or connect and expand existing, open spaces in established areas when redevelopment occurs. *[Cross-reference Land Use and Conservation, Rehabilitation, & Redevelopment Elements]*

- OS 5.4** Expand resident use of city tourism venues, such as WestWorld and Scottsdale Stadium, to maximize the benefit of these facilities to the community. *[Cross-reference Character & Design; Land Use; and Recreation Elements]*

- OS 5.5** Develop a series of linked public spaces throughout downtown that are connected by pedestrian corridors. *[Cross-reference Character & Design; Land Use; Recreation; and Circulation Elements]*

## Goal OS 6

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

### *Policies*

- OS 6.1 †** Evaluate the design of open spaces with the following primary determinants: aesthetics, neighborhood and service area needs, public safety, visual and functional connectivity, social and economic impacts, maintenance requirements, water consumption, drainage considerations, multi-use, Character Area, desert preservation, and wildlife corridor protection. *[Cross-reference Character & Design; Land Use; Healthy Community; Recreation; Environmental Planning; Conservation; Water Resources; Cost of Development; Safety; Public Services & Facilities; and Neighborhood Preservation & Revitalization Elements]*
- OS 6.2** Protect the different priorities and management objectives for each of the Open Space Land Use categories. *[Cross-reference Land Use Element]*
- OS 6.3** Aesthetically and sensitively integrate utilities and other public facilities into open spaces. *[Cross-reference Character & Design and Public Services & Facilities Elements]*
- OS 6.4** Ensure development plans respect existing topography, view corridors, wildlife corridors, and open space. Where possible, enhance existing viewsheds as areas are developed and redeveloped. *[Cross-reference Character & Design; Land Use; Environmental Planning; and Conservation Elements]*
- OS 6.5** Provide ample shade in public open spaces as appropriate for the type of open space. *[Cross-reference Character & Design; Recreation; and Environmental Planning Elements]*



**Goal OS 7 †**

**Manage a comprehensive open space program that is responsive to public and environmental needs.**

*Policies*

**OS 7.1** Continue to encourage active citizen involvement in the development and management of open space. *[Cross-reference Community Involvement Element]*

**OS 7.2** Provide consistent and effective operations and maintenance for all open space facilities. *[Cross-reference Public Services & Facilities Element]*

**OS 7.3** Promote “docent” or “steward” programs to help maintain open spaces and lower associated operational costs. *[Cross-reference Community Involvement and Healthy Community Elements]*

**OS 7.4** Protect important natural areas, parks, and other open space systems as primary elements in growth planning and endangered species and watershed protection. *[Cross-reference Land Use; Growth Areas; Environmental Planning; and Conservation Elements]*



**Goal OS 8 †**

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

*Policies*

**OS 8.1** Require landowners in the development process to dedicate useable public open space in new development. *[Cross-reference Character & Design; Land Use; Recreation; Environmental Planning; Conservation; Public Services & Facilities; and Neighborhood Preservation & Revitalization Elements]*

**OS 8.2** Expand the provision of public open spaces through public/private partnerships. *[Cross-reference Character & Design; Land Use; and Recreation Elements]*



- OS 8.3** Require new development and redevelopment to connect and provide public access to neighboring open spaces, park sites, or planned open spaces. *[Cross-reference Character & Design and Land Use Elements]*
- OS 8.4 †** Encourage public acquisition of natural or developed open space through direct purchase, purchase of development rights, purchase of open space easements, donations, or other means. *[Cross-reference Land Use Element]*
- OS 8.5 †** Create usable open spaces from existing rights-of-way, sidewalk widening, street realignment, development of trails, and other creative solutions. *[Cross-reference Character & Design; Recreation; Circulation; and Public Services & Facilities Elements]*
- OS 8.6 †** Renovate, renew, and upgrade city parks and recreation facilities in response to changing community demographics, priorities, and needs. *[Cross-reference Public Services & Facilities Element]*
- OS 8.7** Ensure the interconnectivity of trails and streets while safeguarding existing rights-of-way. *[Cross-reference Circulation and Bicycling Elements]*
- OS 8.8** Increase the city's tree canopy to provide more shade, particularly in high-volume pedestrian areas, such as public parks, recreation facilities, and Growth and Activity Areas.
- OS 8.9** Provide open space access and trailhead areas with facilities for public use. *[Cross-reference Recreation and Public Buildings Elements]*

### Goal OS 9 †

**Cooperate with other agencies to preserve, protect, connect, maintain, and expand the regional open space system.**

#### *Policies*

- OS 9.1 †** Engage with other public and private agencies on the planning and development of open space sites and facilities next to city boundaries.
- OS 9.2 †** Support the regional open space network and coordinate with adjacent jurisdictions to supply open space systems, interconnected trail networks, recreation opportunities, stormwater drainage, and sensitive wildlife habitat and migration routes. *[Cross-reference Recreation; Environmental Planning; and Conservation Elements]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

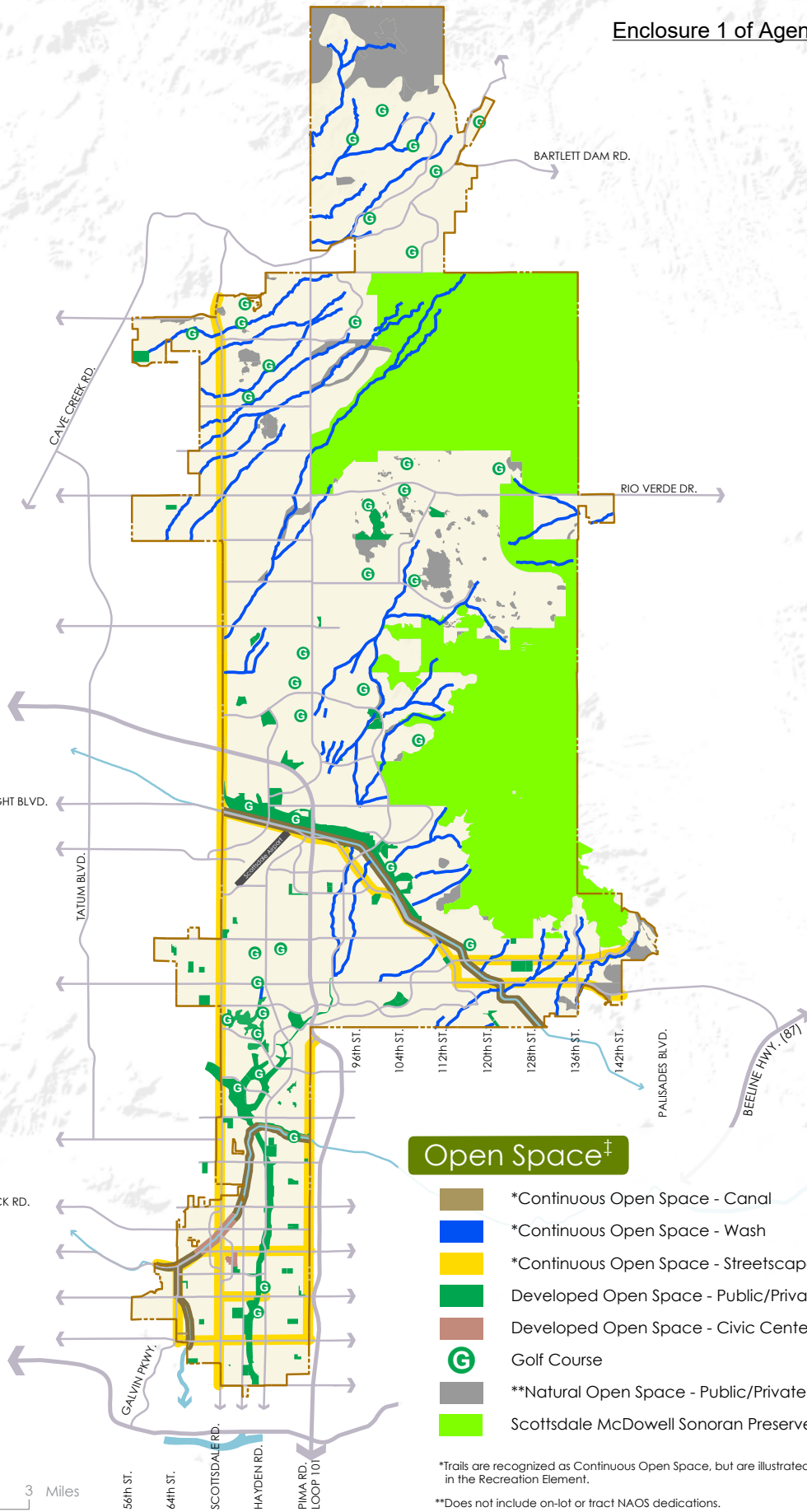
INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.



Open Space<sup>†</sup>

- \*Continuous Open Space - Canal
- \*Continuous Open Space - Wash
- \*Continuous Open Space - Streetscape
- Developed Open Space - Public/Private
- Developed Open Space - Civic Center
- G Golf Course
- \*\*Natural Open Space - Public/Private
- Scottsdale McDowell Sonoran Preserve

<sup>†</sup>Trails are recognized as Continuous Open Space, but are illustrated in the Recreation Element.

\*\*Does not include on-lot or tract NAOS dedications.





JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

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McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

GALVIN PKWY.

SCOTTSDALE RD.

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.








134th ST.

142th ST.

PALISADES BLVD.

BEELINE HWY. (87)

### Scottsdale McDowell Sonoran Preserve<sup>†</sup>

-  Recommended Study Boundary (RSB)
-  Scottsdale McDowell Sonoran Preserve, City Owned
-  Other Preserved lands, within RSB
-  State Trust Land, within RSB, not reclassified\*\*
-  State Trust Land, within RSB, reclassified, suitable for conservation\*\*\*
-  Existing Trailheads\*
-  Planned Trailheads\*

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

\*\* Land that was not reclassified by the State Land Commissioner as suitable for conservation and therefore has no conservation restrictions.

\*\*\* Land reclassified by the State Land Commissioner as suitable for conservation, but not restricted to conservation use.



JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

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INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

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LOOP 202

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BARTLETT DAM RD.

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BEELINE HWY. (87)

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

GALVIN PKWY.

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.

134th ST.

142th ST.

Visually Significant Roadways<sup>†</sup>

-  Scenic Corridor\*
-  Scenic Corridor/Desert Foothills Scenic Drive
-  Buffered Roadway
-  Themed Streetscape
-  Recommended Study Boundary (RSB)\*\*
-  Scottsdale McDowell Sonoran Preserve

\*Note: Desert Scenic Roadways are designated along one-mile and half-mile streets within Environmentally Sensitive Lands that are not already designated as Scenic Corridors or Buffered Roadways, as defined by Policy OS 3.3.

\*\*Note: Preserve Scenic Buffers are applied along streets within and adjacent to the Recommended Study Boundary (RSB) of the Scottsdale McDowell Sonoran Preserve, as defined by Policy OS 3.3.



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## ENVIRONMENTAL PLANNING ELEMENT<sup>†</sup>

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

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

Without careful planning and stewardship, our healthy natural systems may be negatively impacted by regional population growth, urban development, climate change, and everyday life. Some of the impacts can be rising temperatures, poor air quality, resource depletion, increased waste, and stress on our water supplies. To preserve Scottsdale as a highly livable city that is environmentally and economically healthy, Scottsdale proactively seeks ongoing mitigation and resiliency solutions to these challenges. This element provides goals and policies for protecting and enhancing Scottsdale's natural and human habitats and built environments for current and future generations.

## Goals and Policies

### GOAL EP 1

---

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

#### *Policies*

- EP 1.1** Retain Scottsdale’s Sonoran Desert aesthetic values and heritage. *[Cross-reference Character & Design; Arts, Culture & Creative Community; and Conservation Elements]*
- EP 1.2 †** Protect the unique, rare, and significant features of Scottsdale’s natural environment, and educate landowners and developers on their preservation options using the Environmentally Sensitive Lands District (ESL) as a guide. *[Cross-reference Character & Design; Open Space; and Conservation Elements]*
- EP 1.3** Require developments to retain and integrate the Sonoran Desert ecosystem. *[Cross-reference Character & Design and Conservation Elements]*
- EP 1.4 †** Preserve local plants, wildlife, and natural resources to maintain the biodiversity and long-term sustainability of the area’s ecology. *[Cross-reference Character & Design and Conservation Elements]*
- EP 1.5** Integrate environmental quality protection into all phases of local planning, policy, and development. *[Cross-reference Character & Design and Conservation Elements]*



**GOAL EP 2**

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

*Policies*

**EP 2.1** Educate and inform the community of the significance and fragility of the Sonoran Desert environment and the city’s environmental protection efforts, including the Environmentally Sensitive Lands District (ESL) and its role in securing Natural Area Open Space. *[Cross-reference Open Space and Conservation Elements]*



**EP 2.2** Support and encourage citizens, groups, community partnerships, and local businesses to maintain and enhance environmental features and landscapes. *[Cross-reference Open Space and Community Involvement Elements]*

**EP 2.3** Foster community stewardship and a sense of personal responsibility for the natural environment. *[Cross-reference Open Space; Healthy Community; and Community Involvement Elements]*



**EP 2.4** Expand Scottsdale’s Green Building Program to maintain regional and national leadership in green and low-impact development. *[Cross-reference Conservation and Energy Elements]*

**GOAL EP 3 †****Participate in local and regional efforts to improve air quality.***Policies*

**EP 3.1** Reduce automobile emissions through traffic management; transportation improvements; promotion of a wide variety of mobility options; travel demand reduction strategies; expansion of regional connectivity; and use of electric and alternative fuel vehicles. *[Cross-reference Energy; Circulation; and Bicycling Elements]*



**EP 3.2** Actively participate in regional coordination, partnerships, and funding decisions for air quality improvement and reduced vehicle emissions and trips.

**EP 3.3** Expand the use of alternative mobility options, for example electric and clean fuel alternatives, through investment in environmental infrastructure such as electrical recharge and clean-fuel refilling stations, to achieve or exceed regional clean air goals. *[Cross-reference Energy Element]*

**EP 3.4** Seek to reduce activities that contribute to air pollution and significant air pollution events by promoting alternatives such as the conversion of wood to gas fireplaces and gas to electric yard equipment.

**EP 3.5** Reduce the community's contribution to regional dust and particulate air pollution created by man-made sources, such as construction, maintenance equipment, vehicles, and untreated vacant lots/unpaved parking areas.

## GOAL EP 4

**Expand circular economy participation through resource recovery, reuse and recycling, and promote use of recycled, recyclable, and renewable materials.**

### *Policies*

- EP 4.1** Maintain and expand citywide recycling programs, particularly for tourist areas, businesses, multi-family housing, institutional facilities, special events, and public spaces. *[Cross-reference Public Services & Facilities Element]*
- EP 4.2** Encourage private establishments to minimize waste generation, and establish effective programs for waste reduction, reuse, and recycling of resources. *[Cross-reference Public Services & Facilities Element]*
- EP 4.3** Strive for zero waste in city operations.
- EP 4.4** Whenever possible, use paperless media and limit the use of hard copy materials for city programs and projects. *[Cross-reference Community Involvement Element]*
- EP 4.5** Ensure the recycling and/or reuse of building materials to reduce construction waste.
- EP 4.6** Support regional waste reduction efforts, policies, and regulations.
- EP 4.7** Identify, promote, and support opportunities to use solid waste and recycled materials as marketable commodities.
- EP 4.8** Strive to reduce single-use, non-recyclable, and non-compostable packaging and bags.
- EP 4.9** Implement programs and initiatives, such as composting, to reduce the amount of biodegradable waste going to the landfill. *[Cross-reference Public Services & Facilities Element]*
- EP 4.10** Promote zero waste certified events in the city, such as the Waste Management Open, as a means to educate the community on the importance of understanding and reducing waste.
- EP 4.11** Adopt city green purchasing policies and practices.
- EP 4.12** Promote commercial and multi-family recycling and green waste diversion.





**GOAL EP 5**

**Encourage environmentally sound green buildings and low-impact site plans that support sustainable desert living.**

*Policies*

- EP 5.1** Protect and enhance the natural desert elements of all development sites. *[Cross-reference Character & Design; Open Space; and Conservation Elements]*
- EP 5.2** Increase the use of green infrastructure, including low-impact development (LID) stormwater management techniques, such as curb openings and permeable pavement. *[Cross-reference Conservation Element]*
- EP 5.3** Construct durable and sustainable buildings using green building principles. *[Cross-reference Character & Design; Housing; Conservation; and Energy Elements]*
- EP 5.4** Promote passive solar site and building design strategies that recognize and respond to the Sonoran Desert climate. *[Cross-reference Character & Design and Energy Elements]*
- EP 5.5** Expand Green Building construction standards to include all new and remodeled residential and commercial buildings. *[Cross-reference Character & Design and Energy Elements]*
- EP 5.6** Reduce regulatory barriers to encourage green commercial and residential building retrofits. *[Cross-reference Character & Design and Energy Elements]*



## GOAL EP 6 †

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### Meet or surpass all applicable water quality standards.

#### *Policies*

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

## GOAL EP 7

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### Identify and reduce heat islands.

#### *Policies*

- EP 7.1** Identify areas most impacted by the heat island effect, and prioritize mitigation for these areas to reduce heat impacts.
- EP 7.2** Incorporate development strategies such as shared parking models and the use of “cool materials” (e.g., landscaping, green roofs, reflective pavement, heat reduction asphalt coatings, permeable concrete, and treated dirt areas) to help reduce the heat island effect. *[Cross-reference Character & Design Elements]*
- EP 7.3** Develop and support programs, such as a Tree Canopy Plan, that identify and increase vegetation and shading in areas of high pedestrian activity. *[Cross-reference Character & Design and Open Space Elements]*
- EP 7.4** Promote the long-term management and maintenance of urban and open area vegetation and protect and expand the provision of private and public open spaces to reduce the heat island effect.
- EP 7.5** Minimize asphalt and promote alternative parking surfaces.
- EP 7.6** Engage with, learn from, and collaborate with regional, statewide and national governmental and other entities for best practices on heat mitigation strategies.

**GOAL EP 8**

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**Plan, prepare, and adapt for significant climate impacts on city infrastructure and operations.**

*Policies*

- EP 8.1** Develop, adopt, and implement climate action and resiliency strategies that address areas of climate mitigation planning such as emissions, drought, energy, transportation, and extreme heat.
- EP 8.2** Increase energy efficiency in buildings and vehicle fleets.
- EP 8.3** Encourage use of clean, renewable energy sources.
- EP 8.4** Employ green building and green infrastructure best practices.
- EP 8.5** Establish land use and mobility plans that decrease transportation carbon emissions.
- EP 8.6** Encourage waste reduction and water conservation.



## CONSERVATION ELEMENT<sup>‡</sup>

Scottsdale is continuously improving efforts to safeguard and conserve its environmental resources. The community is dedicated to the efficient use of natural resources and steadfastly works toward the long-term sustainability of non-renewable resources. Many resources, such as wildlife, watersheds, and others, however, cross geographic and jurisdictional boundaries. Therefore, regional coordination is essential in achieving the community's conservation goals.

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

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

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

## Goals and Policies

### GOAL CONSV 1 †

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

#### *Policies*

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



**GOAL CONSV 2 †****Protect and manage Sonoran Desert biodiversity and native ecosystems.***Policies*

- CONSV 2.1** Preserve, salvage, and/or restore native plants, wildlife habitat, and natural resources to maintain the biodiversity and long-term sustainability of the area's desert ecology and character. *[Cross-reference Character & Design and Environmental Planning Elements]*
- CONSV 2.2** Encourage landscaping that limits the amount of grass and makes optimal use of native desert plants. *[Cross-reference Character & Design and Environmental Planning Elements]*
- CONSV 2.3** Maintain natural washes as wildlife movement corridors and avoid disturbances to preserve habitat linkages. *[Cross-reference Open Space and Environmental Planning Elements]*
- CONSV 2.4** Identify, protect, and restore habitats for endangered, rare, and threatened species. *[Cross-reference Environmental Planning Element]*
- CONSV 2.5** Prevent the introduction and control further spread of invasive species. *[Cross-reference Environmental Planning Element]*
- CONSV 2.6** Incorporate and maintain wildlife habitat elements in park design and common area landscaped areas. *[Cross-reference Character & Design; Open Space; Recreation; and Environmental Planning Elements]*
- CONSV 2.7** Strive to reduce pesticide use by employing non-chemical and less-toxic pest management strategies.



**GOAL CONSV 3 †****Protect the integrity of watersheds.***Policies*

**CONSV 3.1 †** Identify potential sources of watershed contamination, continue to remediate groundwater contamination, and apply preventative measures to avoid future contamination of groundwater resources.

*[Cross-reference Environmental Planning and Water Resources Elements]*

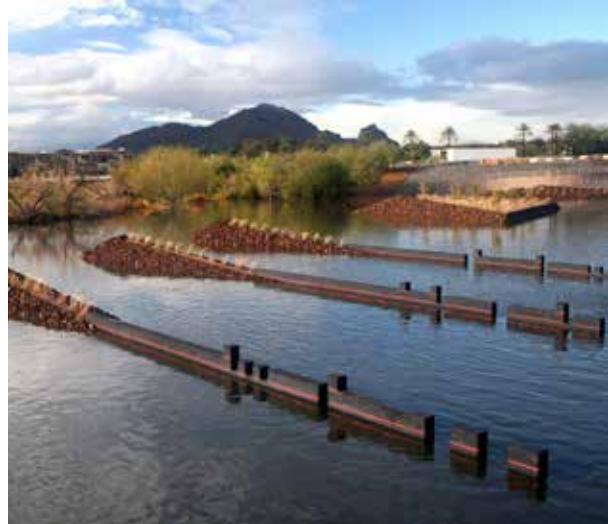
**CONSV 3.2** Monitor stormwater runoff to identify opportunities to reduce surface water pollution. *[Cross-reference Environmental Planning Element]*

**CONSV 3.3** Improve stormwater quality through best management practices.

**CONSV 3.4** Explore groundwater contamination prevention techniques, such as minimizing use of chemicals for landscape maintenance. *[Cross-reference Environmental Planning Element]*

**CONSV 3.5** Identify sources responsible for watershed contamination and educate the community on watershed pollution prevention measures. *[Cross-reference Environmental Planning and Water Resources Elements]*

**CONSV 3.6** Use natural watercourse and watershed pollution management techniques, such as “green” or low-impact infrastructure, vegetation, erosion control measures, and settling ponds. *[Cross-reference Environmental Planning Element]*



**GOAL CONSV 4 †****Conserve water and encourage the reuse of wastewater.***Policies*

- CONSV 4.1** Continue to maintain and expand the reclaimed water distribution system, as feasible, and continue to develop and implement a salinity reduction program for reuse of reclaimed water. *[Cross-reference Water Resources Element]*
- CONSV 4.2** Consider multiple-use facilities when planning resource conservation programs, including the integration of recharge sites with natural or constructed habitat, as allowed per the Arizona Department of Environmental Quality and Arizona Department of Water Resources.
- CONSV 4.3** Continue to thoroughly review development impacts on water use, and encourage development design that fosters water conservation. *[Cross-reference Character & Design; Environmental Planning; Water Resources; and Cost of Development Elements]*
- CONSV 4.4** Effectively monitor and maintain the water distribution system to minimize water conveyance loss. *[Cross-reference Water Resources Element]*
- CONSV 4.5** Increase recycled water use and encourage the adoption of water conservation measures and best management practices by local industries. *[Cross-reference Water Resources Element]*
- CONSV 4.6** Continue to inform, educate, and incentivize the community regarding water conservation practices. *[Cross-reference Water Resources Element]*
- CONSV 4.7** Support rainwater harvesting and stormwater capture in site planning and building design. *[Cross-reference Character & Design; Environmental Planning; and Water Resources Elements]*
- CONSV 4.8** Explore new and evolving water conservation and reuse technologies and use them as appropriate. *[Cross-reference Water Resources Element]*
- CONSV 4.9** Review and revise city code and ordinance requirements that potentially hinder water conservation practices. *[Cross-reference Water Resources Element]*



**GOAL CONSV 5 †**

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**Retain and prevent erosion of significant watercourses and water bodies.***Policies*

- CONSV 5.1** Discourage and minimize clearing and grading within sites located in areas designated as Environmentally Sensitive Lands (ESL). *[Cross-reference Character & Design; Open Space; and Land Use Elements]*
- CONSV 5.2 †** Maintain existing and promote wise placement of native plants as the primary means to control erosion and retain Sonoran Desert character. *[Cross-reference Character & Design and Environmental Planning Elements]*
- CONSV 5.3 †** Strive to restore erosion-damaged areas to their previous conditions to reduce water consumption and restore desert wildlife habitat. *[Cross-reference Environmental Planning Element]*
- CONSV 5.4 †** Encourage preservation of the 100-year floodplains and washes as natural drainage ways, where possible. If hazard prevention measures are necessary, use context-sensitive design elements. *[Cross-reference Character & Design; Open Space; and Safety Elements]*
- CONSV 5.5** Manage streams, washes, and floodplains to maintain their multiple biological, physical, and social values.
- CONSV 5.6** For flood control channel design, a high priority should be placed on:
- Sensitive aesthetic treatment;
  - Neighborhood character compatibility; and,
  - Effects on the entire ecosystem, including plant and animal habitat.

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



## WATER RESOURCES ELEMENT<sup>†</sup>

Scottsdale has a multi-faceted water resources portfolio aimed at providing the community with a reliable long-term assured water supply. This portfolio consists of surface water supplies, which include Salt and Verde River water from Salt River Project and Colorado River water from Central Arizona Project; groundwater supplies; and reclaimed water. Scottsdale's water resource systems include water supplies, water treatment, water transmission and delivery, wastewater collection, wastewater treatment systems, and both reclaimed and irrigation water distribution systems.<sup>†</sup>

As required by the State of Arizona, Scottsdale has an assured water supply designation that ensures sufficient water supplies are available for the next 100 years before allowing any new development. Scottsdale has focused on obtaining surface water supplies, increasing recharge efforts, and reducing groundwater pumping. In 2006, the city achieved a significant milestone by reaching safe-yield in groundwater usage, where groundwater recharge is greater than the amount pumped. Scottsdale is demonstrating responsible stewardship of groundwater resources and maintaining a sustainable water supply for future generations by not withdrawing more groundwater than is replenished through natural or artificial recharge.

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

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

## Goals and Policies

### GOAL WR 1 †

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

#### *Policies*

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

- WR 1.11** Expand and modify the reclaimed water distribution system, as feasible, to enhance groundwater recharge and reuse. *[Cross-reference Conservation Element]*
- WR 1.12** Enhance procedures, through best management practices, to guard against security breaches to water supply.

## GOAL WR 2

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

### *Policies*

- WR 2.1** Educate the public on preparedness, planning, and response for drought and other emergencies affecting the water supply. *[Cross-reference Conservation and Safety Elements]*
- WR 2.2** Closely monitor drought conditions and implement the mitigation measures required. *[Cross-reference Conservation and Safety Elements]*
- WR 2.3** Minimize the impacts of drought on residents by using short-term and long-term approaches to drought preparedness, response, and recovery. *[Cross-reference Safety Element]*
- WR 2.4** Effectively communicate the procedures and available resources to the community in the event of extreme drought or other emergency. *[Cross-reference Safety Element]*
- WR 2.5** Update Scottsdale's Drought Management Plan every five years to reflect current and projected water supplies, demands, and infrastructure with an emphasis on water use efficiency. *[Cross-reference Conservation and Safety Elements]*
- WR 2.6** Perform water-use audits of city facilities and programs to assess and reduce water usage. *[Cross-reference Recreation, Open Space, Public Services & Facilities, and Public Buildings Elements]*
- WR 2.7** Expand the Water Conservation Program to increase efficiency and reduce per capita usage.



JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

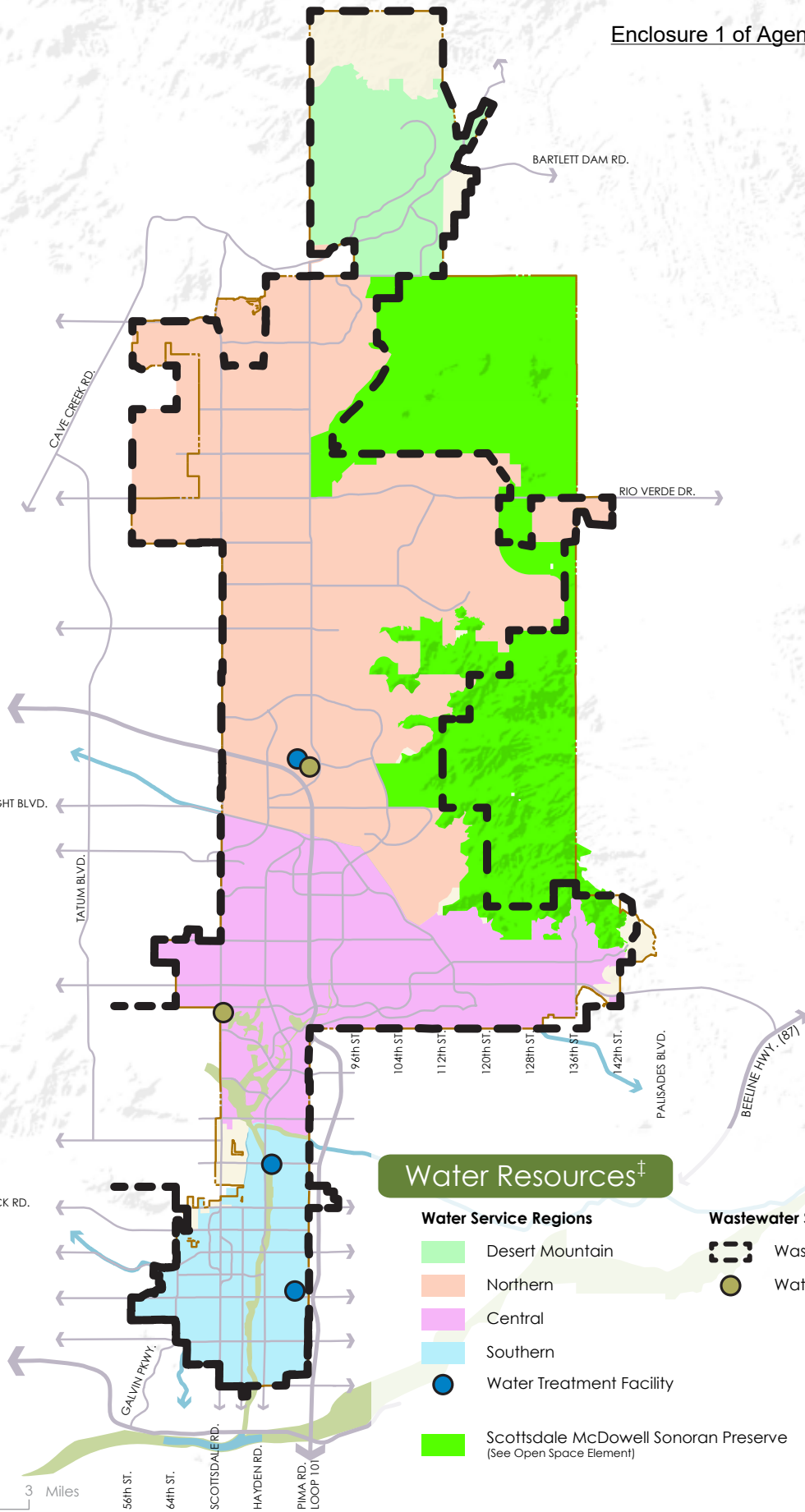
INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.





## ENERGY ELEMENT<sup>†</sup>

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

In Scottsdale, the most viable renewable energy resource is solar energy. Other sources of renewable energies include water and wind generation; however, Scottsdale has no significant sources of these other renewable energy generation types.

The city's total demand for energy will increase with projected population growth. Therefore, Scottsdale must provide flexibility and incentives for energy efficiency and renewable energy technologies. Furthermore, protecting existing energy resources from security breaches and other supply and distribution vulnerabilities will remain important to ensure no permanent or long-term damage to power system operations occurs.

The goals and policies included in this element seek to balance the energy needs of consumers with the community's clean and renewable energy sources.

## Goals and Policies

### GOAL E 1

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

#### *Policies*

- E 1.1 †** Encourage and provide incentives for efficient use of energy, including the use of solar energy.
- E 1.2 †** Assess and identify policies and practices that provide for greater uses of renewable energy sources.
- E 1.3** Support off-site or shared renewable energy generation for a group of buildings or entire neighborhood.
- E 1.4 †** Consider the use of alternative finance options to achieve renewable energy supply goals.
- E 1.5** Promote renewable energy-ready designs for new construction and major remodels. *[Cross-reference Character & Design and Environmental Planning Elements]*
- E 1.6** Promote energy efficiency improvements for existing residential properties and educate property owners on opportunities for such improvements.
- E 1.7** Ensure that the energy grid will be functional in times of need by performing regular stress tests.



## GOAL E 2

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### Reduce per capita energy consumption and promote energy efficiency.

#### *Policies*

- E 2.1** Develop public-private partnerships to provide energy efficiency education and incentive programs.
- E 2.2** Promote use and provide education on the benefits of energy efficiency best practices.
- E 2.3** Explore emerging smart energy technologies.
- E 2.4** Support development of regional waste-to-energy facilities. *[Cross-reference Environmental Planning and Public Services & Facilities Elements]*
- E 2.5** Encourage local industries to adopt energy efficiency measures and renewable energy to minimize the environmental impacts of their operations.
- E 2.6** Support efforts to make energy usage and its associated impacts more transparent for greater understanding by property owners and tenants.



**GOAL E 3**

**Promote building and site designs that maximize energy efficiency.**

*Policies*

**E 3.1** Encourage the use of natural properties and sustainable building systems (e.g., sun, shade, thick walls, insulation) to reduce the demand for and use of mechanical cooling and heating systems. *[Cross-reference Character & Design and Environmental Planning Elements]*

**E 3.2** Encourage the use of drought tolerant landscaping to reduce summer solar heat gain. *[Cross-reference Character & Design and Environmental Planning Elements]*

**E 3.3** Promote solar energy opportunities in building and site design. *[Cross-reference Character & Design and Environmental Planning Elements]*

**E 3.4** Incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling of buildings. *[Cross-reference Character & Design; Housing; Healthy Community; Conservation; and Environmental Planning Elements]*

**E 3.5** Orient buildings and lots in ways that minimize summer solar heat gain, maximize roof solar access and natural ventilation, and limit roof solar access obstructions of neighboring structures. *[Cross-reference Character & Design and Environmental Planning Elements]*

**E 3.6** Improve the energy efficiency of the building envelope, heating and cooling systems, lighting, and appliances.



## GOAL E 4

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

### *Policies*

- E 4.1** Promote fuel conservation in city vehicles, and use clean, alternative fuels.
- E 4.2** Reduce energy consumption in the provision of municipal services and maintenance of city infrastructure, without affecting the quality and quantity of services. *[Cross-reference Public Services & Facilities and Public Buildings Elements]*
- E 4.3** Develop strategies to lower utility costs and reinvest savings into energy efficiency measures and renewable energy. *[Cross-reference Public Buildings Element]*
- E 4.4** Perform energy audits and benchmarking of city facilities, projects, and programs to assess their energy efficiency potential. *[Cross-reference Public Services & Facilities and Public Buildings Elements]*
- E 4.5** Incorporate renewable energy technologies in the design of city facilities. *[Cross-reference Public Buildings Element]*
- E 4.6** Aim for net zero energy in city operations through the use of public-private partnerships and other means available.

## GOAL E 5 †

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

### *Policies*

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

## 3. COLLABORATION & ENGAGEMENT



### INTRODUCTION

Scottsdale has a rich history of citizen involvement. Built on collaborative engagement programs, such as the Scottsdale Town Enrichment Program (S.T.E.P.), Scottsdale Visioning, and CityShape 2020, the community has long recognized that:

- A healthy community engages in robust, interactive public dialogue on important, complex issues;
- The best decisions require that many points of view be heard and considered;
- Community understanding and participation are enhanced when citizens are actively involved, and the city provides opportunities for participation and interaction;
- Active public dialogue is important and all community members should feel safe expressing their views;
- Public dialogue should include a diversity of communication and participation methods, combining traditional methods with emerging technologies; and
- Community involvement goals and policies should encourage participation from all parties.

Scottsdale works across neighborhoods and within the region to benefit all citizens. Collaborating with metropolitan area partners allows Scottsdale to benefit from shared resources, coordinated services, and increased efficiency. Strengthening neighborhood engagement and local government preserves the city's individual identity and enhances community well-being and Scottsdale's brand.



Scottsdale aims to continue as a leader in regional and citywide collaboration efforts, as well as, open, fair, accessible, and responsive government processes. The Collaboration & Engagement Chapter seeks to reach beyond the minimum standards for citizen involvement and adapt to the community’s growing and changing population. As such, Scottsdale will:

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

As a community, Scottsdale will consider new ways to promote citizen involvement and engage the diverse perspectives found within our community. Individuals engaged in the discussion of public issues are encouraged to adhere to the Council-adopted Principles of Civil Dialogue, which state “as a member of the Scottsdale community, I will genuinely listen; speak respectfully; and be accountable for my words and actions.”

**ELEMENT IN THIS CHAPTER:**

- Community Involvement

## Collaboration & Engagement Chapter

### COMMUNITY INVOLVEMENT ELEMENT

**Goal CI 1** Seek broad public input

**Goal CI 2** Seek direct input from all areas of the community

**Goal CI 3** Distribute city information

**Goal CI 4** Foster community collaboration



## COMMUNITY INVOLVEMENT ELEMENT

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

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

In 2017, Scottsdale was proclaimed to be a Golden Rule City, a commitment to “Do unto others as you would have them do unto you,” as a guiding principle in every aspect of how the city conducts business and relates to its citizens. This proclamation recognizes that a city as complex and diverse as Scottsdale may have difficulty reaching consensus; however, Scottsdale will continue to foster an environment of civil dialogue and encourage and welcome interactive participation. The goal of the community is to bring understanding to complex issues while aligning decisions with the community’s vision and values.

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

## Goals and Policies

### Goal CI 1

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

#### *Policies*

**CI 1.1** Maximize opportunities for early notification of proposed projects using a variety of methods.

**CI 1.2** Use public involvement plans to identify and engage interested parties, and provide opportunities for information exchange.

**CI 1.3** Require project sponsors to conduct community involvement programs, and encourage them to show responsiveness to community comments, and demonstrate how comments are ultimately addressed.

**CI 1.4** Encourage project sponsors and citizens to be transparent and civil in dialogue and deliberation.

**CI 1.5** Encourage broad public input in the State-mandated General Plan Annual Report.



## Goal CI 2

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**Proactively seek direct input from all areas of the community on civic matters through vigorous outreach programs.**

### *Policies*

- CI 2.1** Provide public notification based on the characteristics of the specific case, plan, or policy, and use enhanced notification when warranted.
- CI 2.2** Maintain community-wide contact lists that include representation from homeowners associations, neighborhood and service groups, the faith community, schools, businesses, diverse cultural and ethnic organizations, and other interested parties.
- CI 2.3** Foster community-wide representation on issues requiring a public vote through increased voter registration and participation, as well as, broad distribution of information. *[Cross-reference Healthy Community Element]*

## Goal CI 3

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**Distribute city information in ways relevant to personal and professional interests.**

### *Policies*

- CI 3.1** Provide multiple locations, times, and communication tools to accommodate a wide diversity of lifestyles, abilities, and schedules found in the community. *[Cross-reference Healthy Community Element]*
- CI 3.2** Use multidisciplinary teams to inform and communicate with Scottsdale’s diverse population and organizations.
- CI 3.3** Provide multiple opportunities for input through use of new and evolving technologies.
- CI 3.4** To clarify complex city issues, explore new techniques, formats, and technologies.
- CI 3.5** Provide community-wide access to current facts, figures, demographics, trends, and analysis.
- CI 3.6** Create factual public information materials about project opportunities and issues (e.g., the project’s purpose, timing, or need/benefits).



**Goal CI 4**

**Foster community partnerships to share information and work toward collaborative solutions.**

*Policies*

- CI 4.1** Clarify citizen, private entity, and the city’s role in responsible civil dialogue on community opportunities, processes, and issues. *[Cross-reference Executive Summary]*
- CI 4.2** Continue the tradition of “Community Visioning” to reevaluate community goals and vision for the future.
- CI 4.3** Seek to involve community groups, HOAs, and other organizations in the sharing of both city and project information.



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## 4. COMMUNITY WELL-BEING



### INTRODUCTION

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

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

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



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

**ELEMENTS IN THIS CHAPTER:**

- Healthy Community
- Housing
- Recreation
- Safety

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

*- Scottsdale Visioning Health and Human Services Committee (1992)*

## Community Well-Being Chapter

### HEALTHY COMMUNITY ELEMENT

- Goal HC 1** Promote access to health and human services
- Goal HC 2** Provide access to healthy, local foods
- Goal HC 3** Build on wellness and healthful living
- Goal HC 4** Ensure diversity and inclusion
- Goal HC 5** Accommodate senior citizens
- Goal HC 6** Foster a caring community

### HOUSING ELEMENT<sup>‡</sup>

- Goal H 1** Support diverse housing options<sup>‡</sup>
- Goal H 2** Provide a variety of housing options<sup>‡</sup>
- Goal H 3** Provide generational housing options<sup>‡</sup>
- Goal H 4** Prevent housing discrimination

### RECREATION ELEMENT<sup>‡</sup>

- Goal R 1** Develop quality recreation facilities
- Goal R 2** Provide recreational diversity<sup>‡</sup>

### SAFETY ELEMENT<sup>‡</sup>

- Goal S 1** Prevent hazards<sup>‡</sup>
- Goal S 2** Prepare for emergencies
- Goal S 3** Deliver emergency response
- Goal S 4** Prepare for disaster recovery
- Goal S 5** Maintain airspace/transportation safety
- Goal S 6** Flood impact protection
- Goal S 7** Maintain safety through crime prevention
- Goal S 8** Promote hazardous materials safety

[<sup>‡</sup> = State-required]



## HEALTHY COMMUNITY ELEMENT

Scottsdale has long been viewed as a healthy community. Clean air, sunshine, and natural desert beauty attracted early settlers to the city. The warm, dry desert air made Scottsdale a magnet for health seekers searching for relief from ailments. This trend is still prevalent today, with tourists seeking abundant sunshine, rejuvenation, and medical care in our many resorts, spas, and high-quality healthcare system. This visitation trend is also largely responsible for the development of Scottsdale's excellent healthcare system. The health of a community, however, involves more than just remedy for ailments. A healthy community balances exceptional healthcare services and prevention aids, with the physical, social, cultural, and environmental needs of all community members.

Today, Scottsdale has one of the largest per capita senior citizen populations in the country. The community celebrates and prepares for its increased human longevity through intergenerational opportunities; older adult support; providing a continuum of care; and offering activities that allow seniors to age-in-place. Scottsdale also provides exceptional parks, community centers, and recreational facilities that serve residents and visitors of all ages.

Furthermore, the city has been repeatedly recognized for its efforts to improve the well-being of local youth and families, including: classes and programs for children; sports and recreation programs; critical human services; access to informational resources and early learning and literacy programs at four library branches; and promoting family self-sufficiency.

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

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



## Goals and Policies

### Goal HC 1

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

#### *Policies*

**HC 1.1** Support the development, preservation, and enhancement of critical healthcare facilities, particularly in underserved areas. Work with healthcare administrators to plan and develop facilities of the most suitable size, location, quality, and type. *[Cross-reference Economic Vitality Element]*



**HC 1.2** Work with public and private partners to develop and maintain pre-hospital emergency medical and advanced life support programs. *[Cross-reference Safety Element]*

**HC 1.3** Identify locations throughout the city for heat relief and human service care centers (e.g., for services related to families, youth, senior citizens, domestic violence, homelessness, disabilities, and mental and behavioral health) and design facilities to accommodate the types of service provided. *[Cross-reference Housing; and Public Buildings Elements]*

**HC 1.4** Consider human service needs in future plans for city services and facilities. *[Cross-reference Housing and Public Buildings Elements]*

**HC 1.5** Support infrastructure for telehealth and virtual chronic care monitoring.



## Goal HC 2

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Strive to provide access to healthy, local foods throughout the community.

### *Policies*

- HC 2.1** Encourage fresh food markets as an important part of neighborhood retail centers.
- HC 2.2** Support public and private locations for community gardens, farmers markets, and other local food sources. *[Cross-reference Neighborhood Preservation & Revitalization Element]*
- HC 2.3** Work collaboratively with regional partners and local organizations to assess and identify areas lacking access to healthy food resources. *[Cross-reference Public Services & Facilities Element]*
- HC 2.4** Educate citizens on the benefits of properly prepared fresh foods.
- HC 2.5** Support the creation of a network to share and receive locally grown produce.



### Goal HC 3

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

*Policies*

- HC 3.1** Provide quality recreation, community events, and neighborhood services that foster physical activity and encourage healthful living. *[Cross-reference Recreation Element]*
  
- HC 3.2** Develop and maintain city programs that encourage healthful lifestyle choices.
  
- HC 3.3** Publicize the health-related successes of the city, residents, and local employers.
  
- HC 3.4** Continue to foster and market Scottsdale as a resort, wellness, rejuvenation, and healthcare destination. *[Cross-reference Economic Vitality Element]*



**Goal HC 4**

**Ensure Scottsdale is a welcoming city that is supportive and inclusive of all people.**

*Policies*

**HC 4.1** Recognize and celebrate diversity and inclusion through multicultural community activities and events. *[Cross-reference Arts, Culture & Creative Community and Economic Vitality Elements]*

**HC 4.2** Improve access to city and community programs that allow people to receive the services they need. *[Cross-reference Public Services & Facilities Element]*



**HC 4.3** Collaborate with multicultural and diverse community organizations to identify issues of discrimination within the city and develop programs to address them.

**HC 4.4** Encourage neighborhood organizations, real estate agents, property management companies, and others to share information about citywide resources with new residents.

**HC 4.5** Foster inclusivity by following Scottsdale’s Golden Rule guidelines.

## Goal HC 5

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

### *Policies*

- HC 5.1** Address the increasing needs of Scottsdale’s senior citizen population by:
- Providing opportunities for older citizens to interact with the community;
  - Promoting a variety of choices in residential living options;
  - Supporting and promoting the provision of elder care services from public and private providers, including employers;
  - Meeting their changing mobility needs; and,
  - Promoting aging-in-place initiatives.

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

- HC 5.2** Work collaboratively with public and private partners to plan for the needs of Scottsdale’s aging population. *[Cross-reference Public Services & Facilities; Recreation; Circulation; and Housing Elements]*

## Goal HC 6

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

### Policies

**HC 6.1** Create a sense of belonging among residents and visitors by:

- Promoting opportunities that bring people together;
- Enhancing intergenerational activities;
- Programming that fosters civil dialogue and mutual understanding; and,
- Encouraging broad participation in local neighborhoods and community-wide activities.



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

**HC 6.2** Promote social responsibility and development of personal capabilities among Scottsdale's youth and family members, and emphasize prevention and early intervention to enable youth to make healthy choices.

**HC 6.3** Encourage public land uses, such as parks and schools, to act as neighborhood centers, and promote community interaction. *[Cross-reference Land Use; Public Buildings; and Neighborhood Preservation & Revitalization Elements]*

**HC 6.4** Promote a culture of volunteerism and community service through improved access to information about community service opportunities. *[Cross-reference Community Involvement Element]*

**HC 6.5** Cultivate future community leaders by involving youth in civic affairs and community service. *[Cross-reference Community Involvement Element]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

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LOOP 101

PALISADES BLVD.

BEELINE HWY. (87)

HonorHealth  
Scottsdale  
Thompson Peak

HonorHealth  
Scottsdale Shea



Cholla Health  
Center

Mayo Clinic-Scottsdale

HonorHealth  
Scottsdale Osborn  
Heuser Family  
Medicine Center

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**Health Facilities**

-  Hospital
-  Maricopa County Health Services
-  Neighborhood Outreach Access to Health (NOAH)
-  Scottsdale McDowell Sonoran Preserve (See Open Space Element)



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## HOUSING ELEMENT<sup>‡</sup>

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

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

Scottsdale is a community of choices. As such, the community embraces a variety of housing options that blend contextually with our neighborhoods. At projected build-out in 2055, Scottsdale's population is expected to reach 316,700 residing in 157,034 housing units.<sup>‡</sup> While single-family homes will continue to be the predominant housing type in Scottsdale, an increasing number of people, from young professionals to retirees, seek an urban lifestyle or need more affordable and diverse housing options. As land for housing development becomes increasingly limited, the community will need to focus attention on the revitalization and preservation of established housing stock and seek creative infill development strategies to accommodate Scottsdale's multiple generations.

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



## Goals and Policies

### GOAL H 1 †

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**Support diverse, safe, resource-efficient, and high-quality housing options.**

#### *Policies*

- H 1.1** Maintain Scottsdale’s quality-driven development review standards for new development. *[Cross-reference Character & Design Element]*
- H 1.2** Promote complementary physical design, building structure, landscaping, and lot layout relationships between existing and new construction. *[Cross-reference Character & Design Element]*
- H 1.3** Ensure community dialogue during zoning and the development review processes to encourage context-appropriate development designs. *[Cross-reference Community Involvement and Character & Design Elements]*
- H 1.4** Support the creation of mixed-use projects, primarily in Growth and Activity Areas, to increase housing supply within walking distance of employment, transportation options, and services. *[Cross-reference Land Use and Growth Areas Elements]*
- H 1.5 †** Encourage a variety of housing densities in context-appropriate locations throughout Scottsdale to accommodate projected population growth. *[Cross-reference Character & Design Element]*
- H 1.6 †** Maintain, improve, and create high-quality and safe housing for all citizens. *[Cross-reference Safety and Healthy Community Elements]*
- H 1.7** Coordinate across city departments to ensure homes in Scottsdale are safe, resource-efficient, and high-quality. *[Cross-reference Safety and Conservation, Rehabilitation, & Redevelopment Elements]*
- H 1.8** Encourage developments to incorporate the highest possible cost- and quality-effective level of amenities, sustainable design, durability, and architectural quality. *[Cross-reference Character & Design and Open Space Elements]*
- H 1.9** Foster healthy indoor environments by working to improve conditions that may adversely affect indoor air quality. *[Cross-reference Environmental Planning Element]*
- H 1.10 †** Work with property owners to rehabilitate or rebuild any sub-standard housing in the community.

**GOAL H 2 †**

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

*Policies*

- H 2.1** Establish incentives for the development of high-quality, durable, and resource-efficient housing that accommodates workforce and low-income levels.
- H 2.2** Support programs aimed at increasing homeownership among entry-level and moderate-income households. *[Cross-reference Neighborhood Preservation & Revitalization Element]*
- H 2.3** Reduce government financial and regulatory constraints, and whenever possible, offer expeditious processing of development proposals and building permits to enhance housing affordability.
- H 2.4** Encourage the development and preservation of affordable housing types, including smaller units and older housing stock. *[Cross-reference Arts, Culture & Creative Community Element]*
- H 2.5** Leverage State and Federal funding opportunities to create and preserve high quality, safe, energy-efficient, and affordable housing.
- H 2.6** Support partnerships and initiatives whereby builders and/or major employers help provide housing options for employees. *[Cross-reference Economic Vitality Element]*
- H 2.7** Encourage the development of workforce housing with the new development and/or expansion of hotels, resorts, and other generators of service-level employment. *[Cross-reference Economic Vitality Element]*
- H 2.8 †** Support adjustments to the housing mix based on demographic needs and economic changes within the city. *[Cross-reference Land Use Element]*
- H 2.9** Protect the affordability of units at risk of losing State or Federal subsidies.
- H 2.10** Seek to provide quality short-term housing options that accommodate those in need of immediate temporary shelter.

**GOAL H 3 †**

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

*Policies*

- H 3.1** Develop the full spectrum of senior housing options in locations served by public transportation or within reasonable walking distance to health services and community facilities. *[Cross-reference Circulation and Healthy Community Elements]*
- H 3.2** Promote housing opportunities and accessible living environments that allow seniors to age-in-place, either in the same home, assisted living facilities, continuing care facilities, or other housing types within the same community. Sensitively integrate and connect these facilities into neighborhoods. *[Cross-reference Healthy Community Element]*
- H 3.3** Encourage intergenerational interaction by linking housing with community facilities. *[Cross-reference Healthy Community and Public Buildings Elements]*
- H 3.4** Support use of local, State, and Federal matching funds, in partnership with non-profit and social agencies, to acquire and rehabilitate multi-family housing. *[Cross-reference Conservation, Rehabilitation, & Redevelopment Element]*
- H 3.5** Partner with and support nonprofit agencies and organizations that provide shelter, housing, and services for homeless and vulnerable populations. *[Cross-reference Public Services & Facilities Element]*
- H 3.6** Identify regional partners and, as appropriate, use regional solutions for housing options for all generations and abilities. *[Cross-reference Healthy Community Element]*
- H 3.7** Encourage universal design in new and rehabilitated housing units to support all life stages and abilities. *[Cross-reference Character & Design Element]*

**GOAL H 4**

**Abide by regulations that prevent housing discrimination practices toward any person, as required by local, State, and Federal laws.**

*Policies*

- H 4.1 †** Comply with local, State, and Federal laws prohibiting discrimination in housing and support fair and equal access to housing regardless of race, color, sex, creed, familial status, economic level, or ability. *[Cross-reference Healthy Community Element]*
- H 4.2** Continue to monitor and partner with local agencies, non-profits, and businesses to provide fair housing information, legal services, foreclosure prevention assistance, and anti-predatory lending assistance.



## RECREATION ELEMENT<sup>‡</sup>

Abundant recreational opportunities are a part of Scottsdale's image. The benefits of park and recreation amenities include social interaction, physical and mental well-being, environmental protection, and tourism enhancement.

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

Scottsdale provides recreational activities and park settings that meet the needs of diverse community members. The city's recreation facilities have been nationally accredited and received numerous awards from the National Recreation and Park Association. Scottsdale's parks planning system recommends four levels of parks<sup>±</sup>:

- **Neighborhood parks** provide primary recreation services and facilities that are easily accessible and available to local residents; serve a single neighborhood or several neighborhoods, depending on location; are preferably located with or next to elementary schools, neighborhood centers, or other gathering places; and are accessed primarily via pedestrians and bicycles.
- **Community parks** centralize a full range of recreational activities for major parts of the city; have the capacity to accommodate large groups; generally feature a community center building designed to meet multi-generational recreation needs, as well as lighted recreational amenities and sports fields/courts; serve several neighborhoods; are preferably located central to a group of neighborhoods and often next to elementary, middle or high schools; and are accessed primarily by automobiles and bicycles.
- **Specialty parks** provide specialized facilities and preserve significant unique features of the community, including environmentally sensitive areas; generally serve the entire city or the valley; are located where necessary to capitalize on an existing feature, facility or specialized market area; and may need a high-degree of access (e.g., a baseball stadium) or limited access (e.g., a wildlife preserve).
- **Conservation Parks** are sites that preserve natural, cultural, and historic resources. These areas provide a tranquil setting for experiences in the outdoors.
- **Trails** provide valuable recreation and transportation opportunities for residents and visitors, linking schools, residential areas, parks, employment centers, shopping areas, and other areas of interest; are located in areas that will connect neighborhoods, mountain preservation areas, or serve as destinations; and may be located next to parks that are used as staging areas to traverse into desert or mountain preservation areas.

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

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

## Goals and Policies

### GOAL R 1

Acquire, design, develop, and maintain a wide range of quality recreation and park facilities and services.

#### *Policies*

**R 1.1** Increase community participation in parks and recreational planning and implementation. *[Cross-reference Community Involvement Element]*

**R 1.2** Regularly conduct assessments of recreational facilities and services, including quality programming, staffing, and community preferences.

**R 1.3** Consider a wide range of recreational uses during park planning and design.

**R 1.4** Provide a variety of opportunities for passive and active recreational activities. *[Cross-reference Open Space and Healthy Community Elements]*

**R 1.5** Develop parks, paths, and trails with the participation of private development through required fees, dedication of land, and construction of facilities. *[Cross-reference Open Space Element]*

**R 1.6** Where appropriate, maintain recreational facilities in public ownership to prevent potential shortages in the future.

**R 1.7** Develop plans for the maintenance, renovation, and enhancement of community recreational facilities, and invest necessary resources to keep assets sustainable. *[Cross-reference Public Services & Facilities and Cost of Development Elements]*



**GOAL R 2 †**

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

*Policies*

- R 2.1** Provide neighborhood parks that are easily accessible to local residents and provide recreational opportunities reflective of the surrounding neighborhood's needs and preferences. *[Cross-reference Open Space Element]*
- R 2.2** Locate community parks where they are accessible from relatively long distances. Community parks concentrate a broad range of recreational and human service activities for major parts of the city. *[Cross-reference Healthy Community and Public Services & Facilities Elements]*
- R 2.3** Maintain and enhance our vibrant aquatic community that offers programs in water safety, swim lessons, competitive swimming, diving and synchronized swimming, and water recreational activities at our aquatics facilities. *[Cross-reference Healthy Community and Public Services & Facilities Elements]*
- R 2.4** Provide unique recreational and educational opportunities that have regional appeal through specialty parks, such as McCormick-Stillman Railroad Park. *[Cross-reference Open Space Element]*
- R 2.5** Develop and maintain a citywide interconnected network of trails to provide valuable recreation and fitness opportunities for residents and visitors. Where possible, trails should connect to neighborhoods and serve major destinations. *[Cross-reference Open Space and Bicycling Element]*

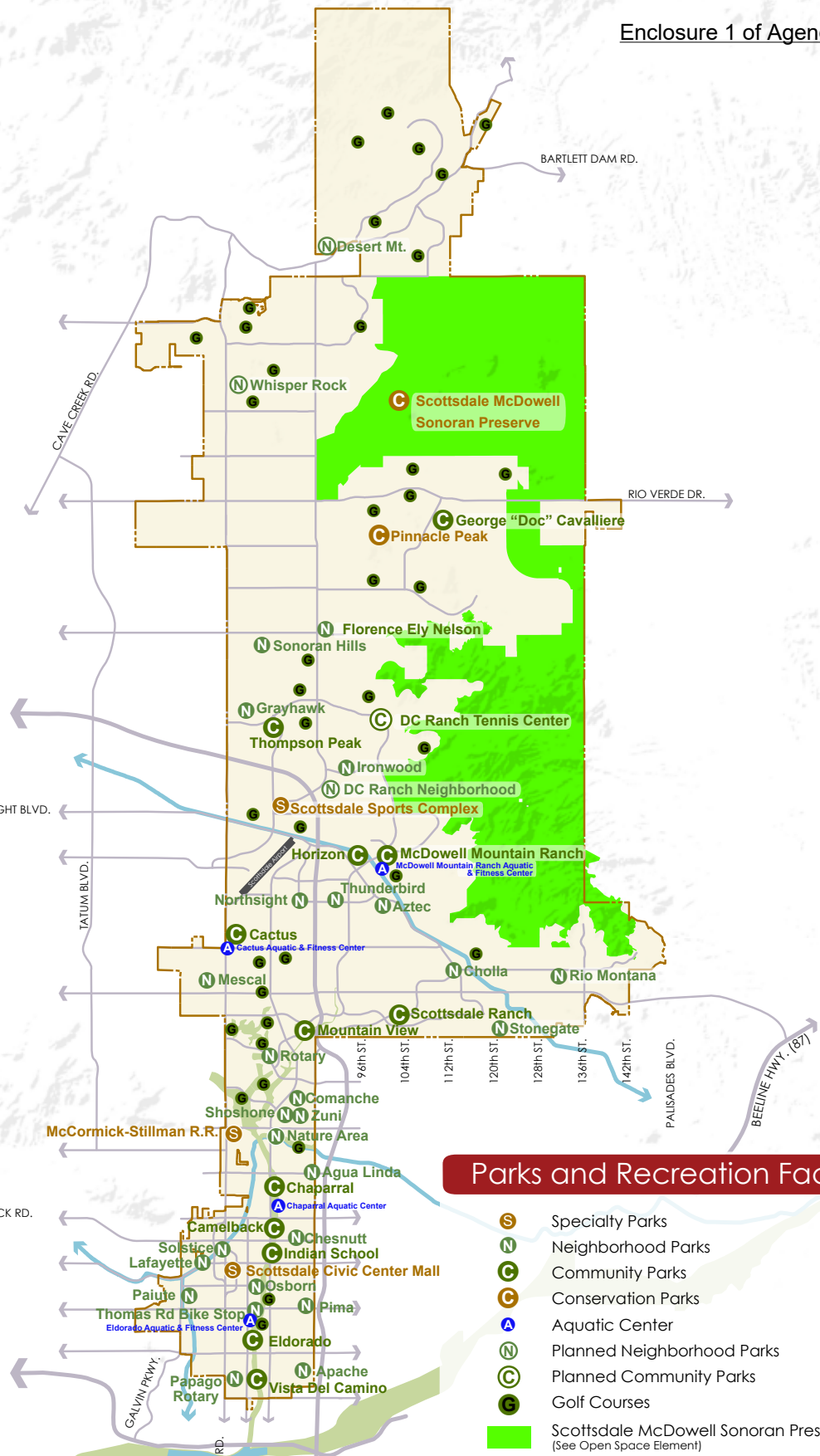


- R 2.6** Provide multi-generational recreation programming and facilities, that consider the full spectrum of community and special social or physical needs, interests, and financial resources. *[Cross-reference Healthy Community and Housing Element]*
  
- R 2.7** Offer quiet spaces in parks, recreation facilities, libraries, and public spaces to accommodate passive recreation. *[Cross-reference Open Space; Character & Design; and Public Services & Facilities Elements]*
  
- R 2.8** Enhance transportation access to all major recreation facilities. *[Cross-reference Circulation and Bicycling Elements]*





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 INDIAN SCHOOL RD.  
 THOMAS RD.  
 McDOWELL RD.  
 LOOP 202  
 McKELLIPS RD.



**Parks and Recreation Facilities<sup>†</sup>**

- S Specialty Parks
- N Neighborhood Parks
- C Community Parks
- C Conservation Parks
- A Aquatic Center
- N Planned Neighborhood Parks
- C Planned Community Parks
- G Golf Courses
- Scottsdale McDowell Sonoran Preserve  
(See Open Space Element)

<sup>†</sup>Scenic Corridors and Scenic Drives<sup>†</sup> are displayed on the Visually Significant Roadways Map (See Open Space Element).



JENNY LIN RD.

CIRCLE MOUNTAIN RD.

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PIMA RD.

LOOP 101

GALVIN PKWY.

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.

134th ST.

142th ST.

**Trails and Trailheads†**

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

\* More detail can be found in the Transportation Master Plan.  
 \*\* Regional Trail alignments provided by Maricopa County Parks and Recreation Department



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## SAFETY ELEMENT<sup>†</sup>

The safety of a community is critical to quality of life, community health, and economic vitality. Scottsdale is consistently rated as one of the safest communities in the nation, with low crime rates and few natural disasters. As the community continues to evolve, providing superior public safety resources is crucial to Scottsdale as a livable community and premier tourist destination.

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

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

## Goals and Policies

### GOAL S 1 †

Work to prevent hazards and reduce physical risks throughout Scottsdale.

#### *Policies*

- S 1.1** Educate the public about accident and injury prevention.
- S 1.2 †** Research and maintain information about emerging hazards, such as terrorism threats, pandemics, geologic hazards, and electrical failures.
- S 1.3** Identify and replace vulnerable infrastructure and critical service lifelines.  
*[Cross-reference Public Services & Facilities Element]*
- S 1.4** Maintain public and private property to minimize fire hazards and risks. *[Cross-reference Neighborhood Preservation & Revitalization Element]*
- S 1.5** Provide a support system for Scottsdale's senior population by providing outreach, education and notification. *[Cross-reference Healthy Community Element]*
- S 1.6** Educate the public about water and swimming pool safety.



### GOAL S 2

Prepare for disasters and emergencies.

#### *Policies*

- S 2.1** Provide education, emergency preparedness, and response training at the neighborhood level, and regularly conduct community-wide and regional preparedness drills to build a widespread culture of emergency preparedness.
- S 2.2** Enhance communication capabilities in preparation for all phases of a disaster.  
*[Cross-reference Community Involvement and Public Services & Facilities Elements]*
- S 2.3** Continue fire-safety planning and fire preparedness and prevention programs.  
*[Cross-reference Housing and Public Services & Facilities Elements]*
- S 2.4 †** Ensure a safe and reliable water supply during emergency situations. *[Cross-reference Water Resources Element]*
- S 2.5** Retrofit city facilities and services to continue operations during possible disruptions for any period of time.

**GOAL S 3**

**Deliver effective and efficient response for emergencies and disasters.**

*Policies*

**S 3.1** Base the provision of public safety resources on population density, service areas, response times, and other changes over time. Provide information and training programs to maximize effectiveness in responding to hazards. *[Cross-reference Public Services & Facilities Element]*



**S 3.2** Train multilingual personnel to aid during emergency response.

**S 3.3** Coordinate with hotels, resorts, and special event managers to effectively evaluate safety risks and the ability to respond to emergencies involving or affecting visitors. *[Cross-reference Economic Vitality Element]*

**S 3.4 †** Identify emergency evacuation routes and effectively communicate the information to the public. Identify any vulnerable populations, such as the elderly or people with special needs, for first-priority evacuation assistance. *[Cross-reference Community Involvement; Healthy Community; and Circulation Elements]*

**S 3.5** Encourage an effective “all-hazard” approach to emergency response by assessing the risks of all possible threats during an emergency.

**S 3.6** Support and cooperate with State and County public health recommendations and procedures when responding to pandemics and other emergencies and disasters.

**GOAL S 4****Prepare for short- and long-term community recovery after disaster events.***Policies*

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

**Goal S 5****Maintain safe airspace and transportation systems.***Policies*

- S 5.1** Manage the Scottsdale Airport through safety and security programs that protect airport users, surrounding neighborhoods, and nearby properties. *[Cross-reference Land Use and Circulation Elements]*
- S 5.2 †** Maintain clear zones within the key safety areas around the Scottsdale Airport. *[Cross-reference Land Use Element]*
- S 5.3 †** Design, develop, and manage Scottsdale's transportation facilities and traffic control systems with a focus on public safety. *[Cross-reference Circulation and Bicycling Elements]*

**Goal S 6**

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

*Policies*

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

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

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

**S 6.4** Locate critical facilities outside of the 100-year floodplain. *[Cross-reference Conservation Element]*



**Goal S 7**

**Maintain Scottsdale as a safe community through crime prevention.**

*Policies*

**S 7.1** Incorporate crime prevention strategies in the design and redevelopment of all areas of the city. *[Cross-reference Character & Design; Neighborhood Preservation & Revitalization; and Conservation, Rehabilitation, & Redevelopment Elements]*

**S 7.2** Use enhanced crime tracking, trending, and predictive modeling to reduce crime and increase offender apprehension and public safety.

**S 7.3** Embrace multiple communication platforms, such as social media, to deliver timely crime prevention strategies and increased security awareness. *[Cross-reference Community Involvement Element]*

**S 7.4** Emphasize crime prevention associated with visitor safety and security via event planning and management programs. *[Cross-reference Economic Vitality Element]*





- S 7.5** Emphasize community participation and partnerships to reduce crime and develop safer neighborhoods. *[Cross-reference Neighborhood Preservation & Revitalization Element]*
- S 7.6** Locate and design public safety facilities to enhance public safety functions. *[Cross-reference Public Buildings Element]*
- S 7.7** Enhance collaboration between public safety providers and the Planning Agency to incorporate best development practices in reducing crime. Considerations include improved lighting, building orientation, neighborhood ingresses and egresses, and Crime Prevention Through Environmental Design (CPTED). *[Cross-reference Character & Design Element]*
- S 7.8** Continuously evaluate police roles, functions, and responsibilities and their effectiveness for providing community safety and collaboration.
- S 7.9** Collaborate with schools, neighborhood associations, community centers, and religious and multicultural organizations to foster continuous dialogue between law enforcement and residents about safety needs and concerns.

## Goal S 8

---

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

#### *Policies*

- S 8.1** Properly manage hazardous materials and contaminants to minimize their potential harm. *[Cross-reference Conservation Element]*
- S 8.2** Minimize the use of toxic and hazardous materials and encourage the use of alternative materials and practices. *[Cross-reference Environmental Planning Element]*
- S 8.3** Continue working with appropriate agencies to clean up hazardous waste.
- S 8.4** Provide training opportunities and educational materials on hazardous waste management. *[Cross-reference Community Involvement Element]*
- S 8.5** Develop a plan for the transport of hazardous waste.
- S.8.6** Expand programs for wastes that require special management to protect public health, safety, and the environment, such as household hazardous waste, electronics, and pharmaceuticals. *[Cross-reference Environmental Planning and Public Services & Facilities Elements]*

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

96th ST

104th ST

112th ST

120th ST

128th ST

134th ST

142th ST

PALISADES BLVD.

BEELINE HWY. (87)

GALVIN PKWY.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

Public Safety

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



# 5. CONNECTIVITY



## INTRODUCTION

The way residents, visitors, and employees travel throughout the city affects overall quality of life and community image. Scottsdale is the premier center in the Valley for arts, culture and tourism; a regional shopping hub; and an importer of employees. Therefore, it is critical to provide a variety of mobility choices and examine transportation challenges and their cost effectiveness at a local, as well as regional level.

The automobile will remain an important means of travel in Scottsdale. To maintain mobility, land use and transportation policies should emphasize a mix of uses and activities served by smart, safe, efficient, affordable and accessible transportation options. To reduce traffic congestion and adverse impacts on the built and natural environments, Scottsdale must make land use decisions that strive to reduce the length and number of automobile trips. Efficient, accessible, and comfortable mobility choices, as well as employer participation in trip reduction programs, can effectively transform reliance on the automobile and reduce congestion on streets. Offering a variety of accessible mobility choices will also support people in the community with limited or impaired mobility who may not be able to drive.



Through the Connectivity Chapter, Scottsdale will safely, conveniently, and efficiently move people and goods.

**ELEMENTS IN THIS CHAPTER:**

- Circulation
- Bicycling

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

*- Visioning Scottsdale Town Hall Report (2013)*

## Connectivity Chapter

### CIRCULATION ELEMENT<sup>‡</sup>

- Goal C 1** Design safe/efficient transportation corridors<sup>‡</sup>
- Goal C 2** Reduce automobile trips
- Goal C 3** Develop a connected multi-modal system<sup>‡</sup>
- Goal C 4** Plan for future expansion
- Goal C 5** Protect neighborhoods
- Goal C 6** Participate in regional coordination
- Goal C 7** Coordinate with schools and neighborhoods
- Goal C 8** Provide a comfortable and accessible system

### BICYCLING ELEMENT<sup>‡</sup>

- Goal B 1** Develop accessible and interconnected networks<sup>‡</sup>
- Goal B 2** Encourage increased bicycle use
- Goal B 3** Promote bicycle education and safety

[<sup>‡</sup> = State-required]



## CIRCULATION ELEMENT<sup>+</sup>

Scottsdale's transportation system is the backbone of the city, supporting the economy and serving and influencing land use patterns. The automobile historically has been the predominant mode of transportation in Scottsdale. While the automobile will remain an important means of travel in Scottsdale, the community must make land use decisions that strive to reduce the length and number of automobile trips. A variety of mobility choices will provide greater accessibility and connectivity; alleviate pollution and congestion; and foster community well-being and quality of life.

Scottsdale's ability to continuously investigate, plan, and incorporate new and traditional transportation and mobility technologies into our public transit system will assure adequate access to and within our community for residents, employees, visitors, and businesses. To correspond to the character, needs, and lifestyle of different areas within Scottsdale, the city will need to diversify its transportation choices that may require specific area solutions. Land use and transportation policies should emphasize a mix of uses and activities served by more efficient and accessible transportation options, such as walking and bicycling. Incorporation of these options will reduce traffic congestion and impacts on the built and natural environments. Together, land use planning, application of sustainable technology, and employer participation in trip reduction programs can transform reliance on the automobile and reduce congestion on streets.

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

## Goals and Policies

### Goal C 1 †

---

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

#### *Policies*

- C 1.1** Support the public transit system to assure adequate and affordable access to and within our community for citizens, employees, visitors, and businesses through the use of future technologies and micro-mobility options.
- C 1.2 †** Coordinate transportation and land use planning to enhance an integrated, sustainable transportation system that promotes livable neighborhoods, economic vitality, safety, efficiency, mode choice, and adequate parking. *[Cross-reference Land Use Element]*
- C 1.3** Reduce conflict points between various modes of travel, for example, where the paths of vehicles and bicycles, pedestrians, or equestrians, cross, diverge, or merge.
- C 1.4** Protect regional corridor traffic flow, function, and safety by using grade separations for non-motorized travel. *[Cross-reference Safety Element]*
- C 1.5** Incorporate strategies and technologies that efficiently move people, improve transportation system capacity, and enhance mobility choices.
- C 1.6** Provide connections that ensure functional and uninterrupted movement between transportation modes through Intelligent Transportation Systems and industry standard, best practices.
- C 1.7** Retrofit aging neighborhood infrastructure and streets and create non-motorized neighborhood connections to enhance livability, safety, accessibility, and comfort. *[Cross-reference Neighborhood Preservation & Revitalization Element]*
- C 1.8 †** Support the Scottsdale Airport as an integral transportation hub, connecting the community to national and international markets. *[Cross-reference Land Use and Economic Vitality Elements]*
- C 1.9 †** Promote consistent wayfinding elements, including, signage, street naming, and numbering, to increase the efficiency of transportation systems. *[Cross-reference Bicycling Element]*
- C 1.10** Control access to and from arterial streets and regional transportation corridors to protect their abilities to move multimodal traffic efficiently.

## Goal C 2

---

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

### *Policies*

- C 2.1** Encourage a mix of land uses that will reduce the distance and frequency of automobile trips and support mobility choices. *[Cross-reference Environmental Planning; Growth Areas; and Land Use Elements]*
- C 2.2** Integrate a variety of mobility choices along local and regional transportation corridors. *[Cross-reference Growth Areas Element]*
- C 2.3** Reduce demands on transportation networks by using trip reduction strategies and travel demand management techniques, including technology and applications, telecommuting, alternative work schedules, carpooling, and transit/bicycling incentives in order to provide travelers with effective choices to improve travel reliability. *[Cross-reference Environmental Planning and Bicycling Elements]*
- C 2.4** Work with employers to provide incentives and encouragement for trip reduction strategies. *[Cross-reference Environmental Planning and Economic Vitality Elements]*
- C 2.5** Promote non-motorized travel for short neighborhood trips. *[Cross-reference Environmental Planning and Land Use Elements]*



## Goal C 3 †

Continue to develop an effective, safe, and connected multimodal transportation system (e.g., streets, trails, bikeways, shared-use paths, transit).

### Policies

**C 3.1** Integrate park-and-ride facilities and transit centers along regional corridors and within Growth and Activity Areas. *[Cross-reference Growth Areas Element]*

**C 3.2** Create a diversity of mobility choices in Growth and Activity Areas, which have the greatest intensity of development. *[Cross-reference Growth Areas Element]*

**C 3.3** Actively work with neighboring jurisdictions and Maricopa Association of Governments (MAG) to maintain mobility choices and network continuity. *[Cross-reference Open Space Element]*

**C 3.4** Integrate regional employment and commercial centers into the regional multimodal system. *[Cross-reference Land Use Element]*

**C 3.5** Increase accessibility to transit options through non-motorized and other transit connections, such as, neighborhood circulators; on-demand transportation network companies; improved/enhanced sidewalks, multimodal paths, bicycle lanes; and non-motorized options for the final mile to reach public transit services.

**C 3.6** Create, preserve, and enhance multimodal connections between residential areas and neighborhood-supporting land uses. *[Cross-reference Land Use and Healthy Community Elements]*

**C 3.7** Support mobility choices that reflect the character and dominant lifestyle within a neighborhood. For example, in equestrian areas of the community, create links to the citywide and regional trail system. *[Cross-reference Character & Design; Land Use; and Open Space Elements]*

**C 3.8** Incorporate dedicated pedestrian zones, or areas of pedestrian-only traffic, into areas of the city that have the greatest intensity of development.



## Goal C 4

---

### Plan for the expansion and modification of the transportation system.

#### *Policies*

- C 4.1** Provide and maintain expansion and modification options for existing and future transportation networks to efficiently serve future mobility needs.
- C 4.2 †** Preserve and/or acquire public rights-of-way to ensure mobility networks can be sufficiently expanded. *[Cross-reference Open Space Element]*
- C 4.3** Provide alternative routes and mobility options if expansion of existing routes is not possible.
- C 4.4** Coordinate local and regional construction projects to reduce mobility delays and hindrances on travelers, including discouragement of concurrent construction on parallel transportation corridors.
- C 4.5** Advance partnerships and privatization to provide additional choices for addressing gaps in the mobility system.
- C 4.6** Educate the community about the direct impacts of land use decisions on service levels and mobility choices. *[Cross-reference Land Use and Community Involvement Elements]*

## Goal C 5

---

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

### *Policies*

- C 5.1** Preserve reasonable emergency access to and within neighborhoods, and balance potential neighborhood street restriction with emergency accessibility needs. *[Cross-reference Safety Element]*
- C 5.2** Design neighborhood streets to reduce speeding and noise, and provide greater, more direct, and safer opportunities for non-motorized transportation. *[Cross-reference Character & Design; Safety; and Neighborhood Preservation & Revitalization Elements]*
- C 5.3** Design citywide transportation networks and facilities to protect neighborhoods from regional or citywide traffic.
- C 5.4** Incorporate open space and buffers into street design to protect neighborhoods. *[Cross-reference Character & Design; Land Use; and Open Space Elements]*
- C 5.5** Provide transitions from regional systems to neighborhood systems by matching transportation design standards to the intensity of use and traffic volumes. *[Cross-reference Character & Design; Land Use; and Growth Areas Elements]*

## Goal C 6

---

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

### *Policies*

- C 6.1** Coordinate regional transportation planning and implementation strategies in partnership with neighboring jurisdictions and regional, State, and Federal governmental agencies.
- C 6.2** Support other agencies in the development of regional pedestrian, bicycle, shared-use path, and trail systems, particularly those that connect to Scottsdale's systems. *[Cross-reference Open Space; Recreation; and Bicycling Elements]*

## Goal C 7

---

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

### *Policies*

- C 7.1** Promote school locations and designs that encourage non-motorized travel. Accommodate direct links such as sidewalks, trails, and paths between schools and neighborhoods to minimize exposure to vehicles. *[Cross-Reference Character & Design and Public Buildings Elements]*
- C 7.2 †** Collaborate with schools to minimize the impacts of school transportation on neighborhoods by facilitating ride-sharing, providing convenient access to public transit, and encouraging non-motorized transportation to school.

## Goal C 8

---

**Provide a comfortable and accessible transportation system to increase ability to reach goods, services, and activities. Many factors affect accessibility, including mobility (physical movement), the quality and affordability of transportation options, transportation system connectivity, and land use patterns.**

### *Policies*

- C 8.1** Provide pedestrian safety, comfort, and amenities that reflect streetscape design and character of an area. *Cross-reference Character & Design Element*
- C 8.2** Consider the needs of all community members and visitors as well as the special needs of children, seniors, and people with impaired mobility in the planning and design of the transportation system. *[Cross-reference Healthy Community Element]*



JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

Old Town

CHAPARRAL RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

OSBORN RD.

68th ST.

SCOTTSDALE RD.

WILLER RD.

CAVE CREEK RD.

TATUM BLVD.

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.

134th ST.

142th ST.

PANSADES BLVD.

BEELINE HWY. (87)

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

GALVIN PKWY.

Street Classification<sup>†\*</sup>

-  Arterial
-  Collector
-  Regional Connection
-  Freeway
-  Scottsdale McDowell Sonoran Preserve (See Open Space Element)

\*More detail can be found in the Transportation Master Plan. Neighborhood Street Systems not mapped.



JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

GALVIN PKWY.

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.

134th ST.

142th ST.

PALISADES BLVD.

BEELINE HWY. (187)

**Transit<sup>+</sup>\***

- Valley Metro Local Bus Route
- Valley Metro Express Bus Route
- Scottsdale Trolley Route
- Transit Center
- Park and Ride
- ADA Paratransit Service Area\*\*
- Scottsdale McDowell Sonoran Preserve (See Open Space Element)

\*Transit routes, centers, park and rides, and service areas are subject to change. Contact Valley Metro and/or City of Scottsdale Transportation staff to confirm service coverage.

\*\*ADA Paratransit service is generally available within 3/4 mile of a fixed bus route. Contact Valley Metro and/or City of Scottsdale Transportation staff to confirm service coverage.



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## BICYCLING ELEMENT<sup>‡</sup>

Scottsdale maintains a wide variety of on-street and off-street bicycle networks. These networks are both necessary. Because homes, offices, and employment centers are located along streets, many bicyclists and pedestrians use streets to reach their destinations. A commute to work by bicycle will typically begin on a residential street and end on a major street. Due to striped or marked bicycle lanes, shared lane markings, and other on-street facilities, many experienced bicyclists prefer to bicycle on streets where they can travel greater distances in a short amount of time.

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

Scottsdale is nationally recognized as a Bicycle Friendly Community by the League of American Bicyclists because it actively supports bicycling and encourages residents to use bicycles as an alternative mobility choice and as part of a healthy lifestyle. The goals and policies of the Bicycling Element guide safe, connected, and convenient on-street and off-street bicycle networks.



## Goals and Policies

### GOAL B 1 †

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**Develop continuous, accessible, and interconnected bicycle networks.**

#### *Policies*

- B 1.1** Continue to participate in regional bikeway system planning. *[Cross-reference Circulation and Open Space Elements]*
- B 1.2** Promote convenient connections between on-street and off-street bicycling networks throughout the city and with neighboring jurisdictions.
- B 1.3** Continue to integrate bicycle lanes and buffered bicycle lanes through street restriping and other techniques.
- B 1.4** Continue to expand and enhance off-street bicycling networks, and connect them to existing and planned on-street bicycle networks. *[Cross-reference Healthy Community; Open Space; and Recreation Elements]*
- B 1.5** Maintain and enhance Scottsdale's designation in the Bicycle Friendly Community award program.

### GOAL B 2

---

**Provide convenient and comfortable bicycle facilities to encourage bicycling.**

#### *Policies*

- B 2.1** Integrate wayfinding systems into shared-use path and trail systems to ease navigation, provide signal detection, and increase bicyclist comfort. *[Cross-reference Circulation Element]*
- B 2.2 †** Promote a variety of accessible bicycle facilities, such as bicycle parking and lockers into the transit system throughout the community. *[Cross-reference Healthy Community; Public Buildings; and Circulation Elements]*
- B 2.3** Embrace new bicycle facility technologies that will enhance bicycle use in the community.
- B 2.4** Consider the use of on-street bicycle boulevards.

## GOAL B 3

---

### Promote bicycle education, safety, and enforcement.

#### *Policies*

- B 3.1** Promote bicycle access from neighborhoods to schools, parks, recreational centers, and services. *[Cross-reference Healthy Community; Recreation; Public Buildings; and Circulation Elements]*
- B 3.2** Promote opportunities for the community to participate in bicycling. *[Cross-reference Healthy Community; Recreation; Safety; and Community Involvement Elements]*
- B 3.3** Minimize physical and regulatory barriers that would hinder improvements to bicycling. *[Cross-reference Safety Element]*
- B 3.4 †** Work to reduce conflicts with vehicles, pedestrians, and other bicyclists by incorporating best practices for bicycles as a transportation mode in addition to a recreational activity. *[Cross-reference Circulation and Safety Elements]*
- B 3.5** Work with law enforcement and through community education to ensure traffic laws are followed by both drivers and bicyclists. *[Cross-reference Safety Element]*
- B 3.6** Educate residents, businesses, schools, and others on bicycle safety.



JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

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McCORMICK PKWY.

INDIAN BEND RD.

LINCOLN DR.

McDONALD DR.

CHAPARRAL RD./CAMELBACK RD.

CAMELBACK RD.

INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.

BARTLETT DAM RD.

RIO VERDE DR.

CAVE CREEK RD.

TATUM BLVD.

PALISADES BLVD.

BEELINE HWY. (87)

56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

GALVIN PKWY.

SCOTTSDALE RD.

HAYDEN RD.

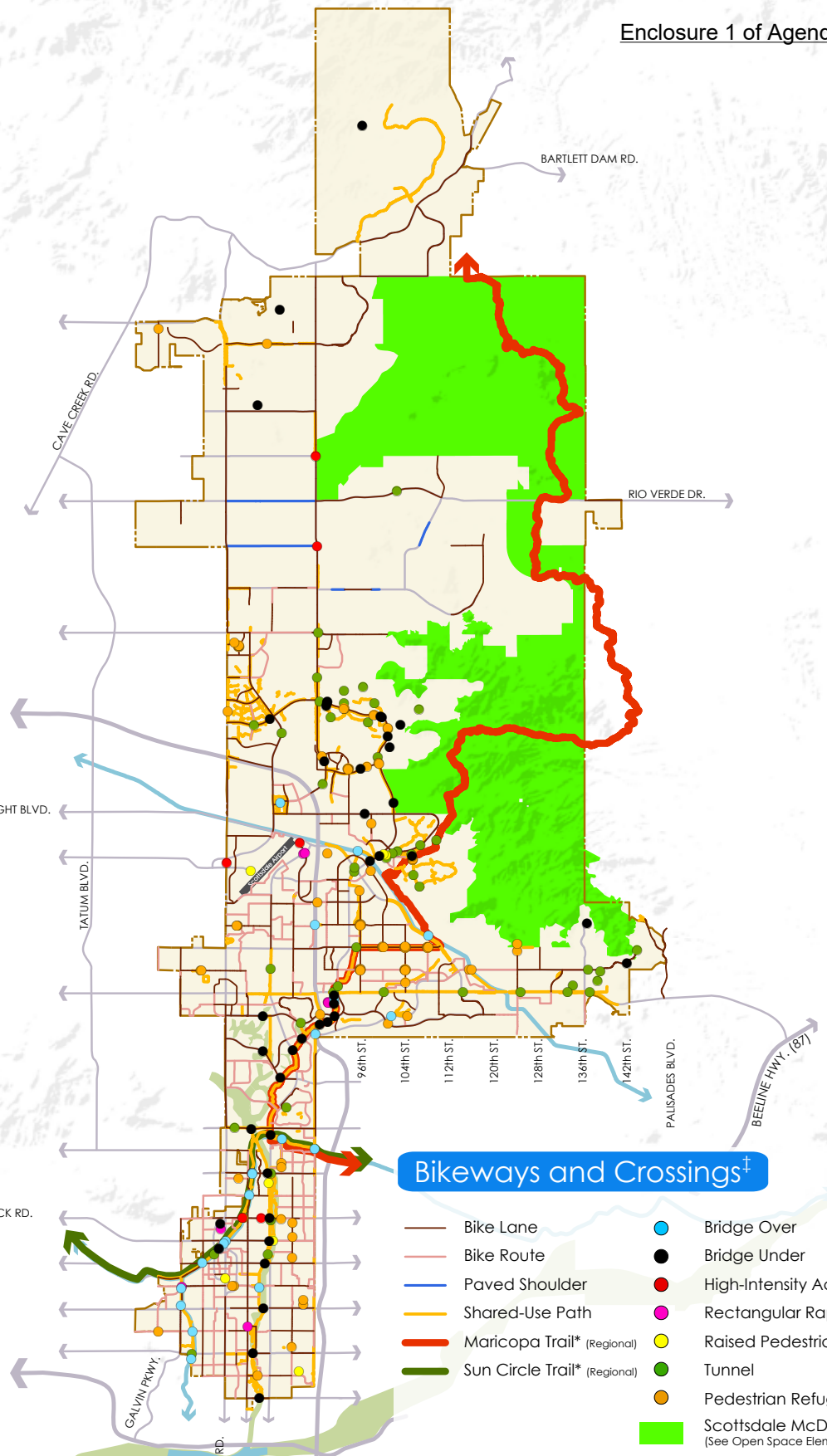
PIMA RD.

LOOP 101

**Bikeways and Crossings†**

- Bike Lane
- Bike Route
- Paved Shoulder
- Shared-Use Path
- Maricopa Trail\* (Regional)
- Sun Circle Trail\* (Regional)
- Bridge Over
- Bridge Under
- High-Intensity Activated Crosswalk
- Rectangular Rapid Flashing Beacon
- Raised Pedestrian Crossing
- Tunnel
- Pedestrian Refuge
- Scottsdale McDowell Sonoran Preserve (See Open Space Element)

\* Alignment provided by Maricopa County Parks and Recreation Department



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# 6. REVITALIZATION



## INTRODUCTION

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

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

Over the next 20 years, Scottsdale will face challenges in accommodating and serving development, growth, and the short- and long-term demands of the community. Some of these challenges include:

- Differing expectations about public service and facility design, quality, location, level, and delivery among demographic groups and geographic areas of the city.
- Extending municipal infrastructure and service delivery areas to development must include private sector participation to avoid negative net balances in the city’s operational and capital expenditure accounts and ensure equitable levels of service throughout the city.
- The diminishing amount of available land in Scottsdale places an increasing emphasis on infill and redevelopment, which may alter public service demands in established areas.



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

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

**ELEMENTS IN THIS CHAPTER:**

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

## Revitalization Chapter

### NEIGHBORHOOD PRESERVATION & REVITALIZATION ELEMENT<sup>‡</sup>

**Goal NPR 1** Preserve neighborhood character

**Goal NPR 2** Promote homeownership<sup>‡</sup>

**Goal NPR 3** Provide neighborhood safety<sup>‡</sup>

**Goal NPR 4** Develop neighborhood planning

**Goal NPR 5** Promote community building

### CONSERVATION, REHABILITATION, & REDEVELOPMENT ELEMENT<sup>‡</sup>

**Goal CRR 1** Support context-appropriate redevelopment

**Goal CRR 2** Sustain economic well-being

**Goal CRR 3** When necessary, use Redevelopment Authority

### GROWTH AREAS ELEMENT<sup>‡</sup>

**Goal GA 1** Provide direction for growth<sup>‡</sup>

**Goal GA 2** Improve transportation access<sup>‡</sup>

**Goal GA 3** Conserve resources<sup>‡</sup>

**Goal GA 4** Promote infrastructure planning<sup>‡</sup>

**Goal GA 5** Build on character and diversity

#### Scottsdale's Growth Areas

### COST OF DEVELOPMENT ELEMENT<sup>‡</sup>

**Goal COD 1** Require development pay its share<sup>‡</sup>

**Goal COD 2** Promote timing and adequacy of public services

**Goal COD 3** Coordinate infrastructure investment and decisions

### PUBLIC SERVICES & FACILITIES ELEMENT<sup>‡</sup>

**Goal PSF 1** Maintain an innovative solid waste system<sup>‡</sup>

**Goal PSF 2** Provide and maintain utility and infrastructure systems<sup>‡</sup>

**Goal PSF 3** Plan and manage public service operations

**Goal PSF 4** Provide a library system

**Goal PSF 5** Partner with other jurisdictions

### PUBLIC BUILDINGS ELEMENT<sup>‡</sup>

**Goal PB 1** Provide safe, accessible, and adaptable public buildings<sup>‡</sup>

**Goal PB 2** Design, construct, & renovate public buildings

**Goal PB 3** Collaborate with schools<sup>‡</sup>

[<sup>‡</sup> = State-required]



## NEIGHBORHOOD PRESERVATION & REVITALIZATION ELEMENT<sup>†</sup>

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

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

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



## Goals and Policies

### Goal NPR 1

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

#### *Policies*

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

**NPR 1.2** New construction and exterior remodels or renovations should sensitively address neighborhood character and transition areas. *[Cross-reference Character & Design; Land Use; and Conservation, Rehabilitation, & Redevelopment Elements]*

**NPR 1.3** Identify, promote, and enrich the character-defining features of neighborhoods, and, if the property owners desire such, seek historic designation for the preservation of such features. *[Cross-reference Character & Design and Arts, Culture & Creative Community Elements]*

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

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

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



**Goal NPR 2 †**

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

*Policies*

- NPR 2.1 †** Support policies and programs that provide opportunities for homeowners to update or renovate their homes. *[Cross-reference Housing Element]*
- NPR 2.2** Work to alleviate regulatory barriers that hinder the revitalization and adaptation of existing homes. *[Cross-reference Housing Element]*
- NPR 2.3** Support programs to facilitate sensitive rehabilitation improvements to historic designated properties.

**Goal NPR 3 †**

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

*Policies*

- NPR 3.1** Use community policing techniques, such as block watch groups, to discourage criminal activity in neighborhoods. *[Cross-reference Safety Element]*
- NPR 3.2** Enhance response efforts to graffiti and vandalism damage. *[Cross-reference Safety Element]*
- NPR 3.3** Partner with neighborhood groups and organizations to monitor and report the condition of abandoned or vacant buildings to prevent negative effects on the neighborhood. *[Cross-reference Housing; Safety; and Conservation, Rehabilitation, & Redevelopment Elements]*
- NPR 3.4** Provide programs for community risk reduction, such as drowning prevention, constant cardiac compressions (CCC/CPR), and wildland defensible space measures, to improve neighborhood safety. *[Cross-reference Safety Element]*



## Goal NPR 4

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

### *Policies*

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

## Goal NPR 5

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**Promote neighborhood interaction to help create and maintain strong communities.**

### *Policies*

- NPR 5.1** Preserve existing and create new public gathering spaces within walking distance of residential areas. *[Cross-reference Character & Design and Healthy Community Elements]*
- NPR 5.2** Create opportunities for neighborhood interaction through neighborhood events and community-building activities. *[Cross-reference Community Involvement and Healthy Community Elements]*
- NPR 5.3** Encourage physical and social links between non-residential and residential land uses. *[Cross-reference Character & Design; Land Use; and Healthy Community Elements]*



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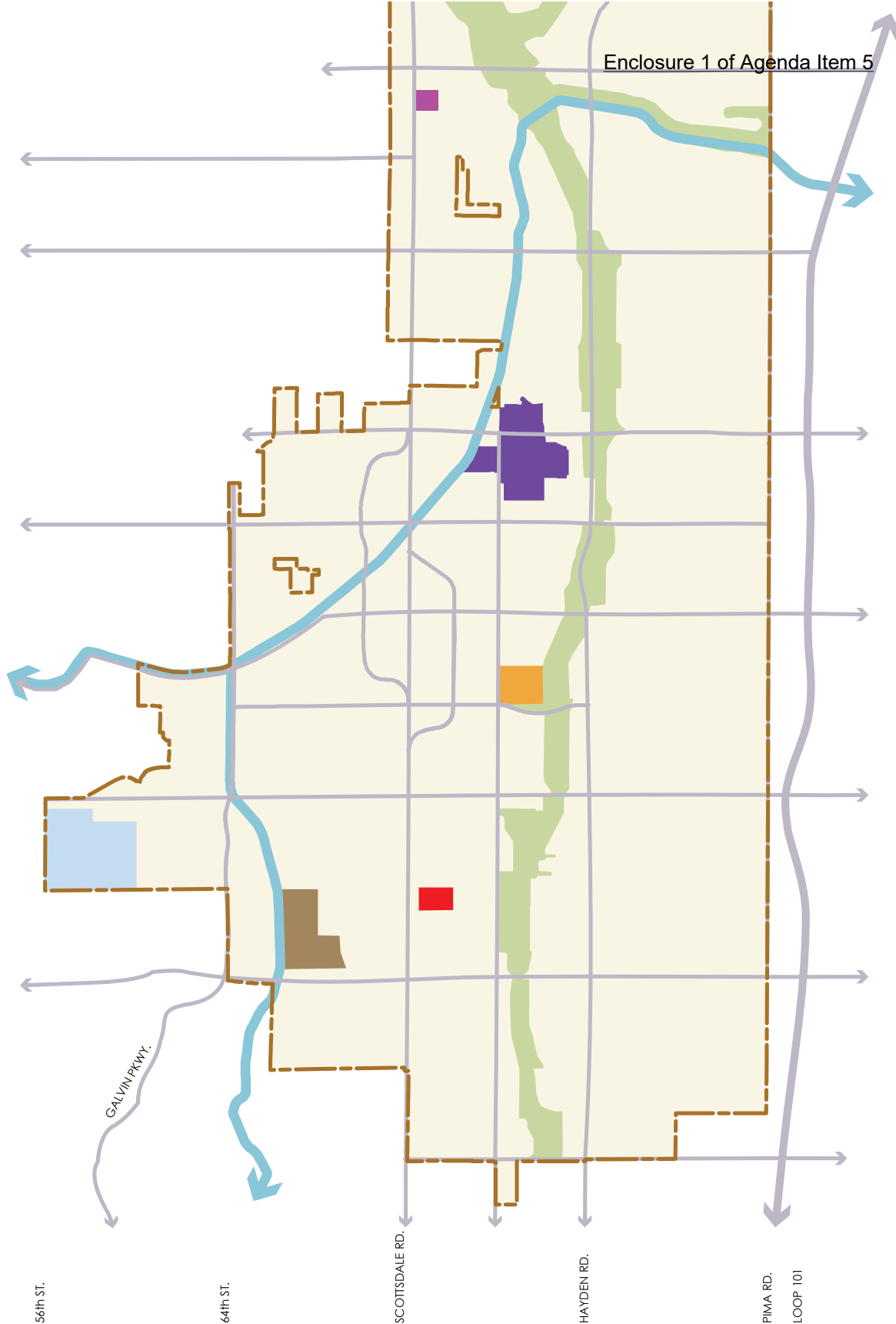
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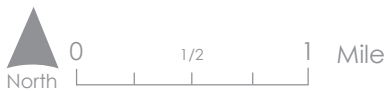
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Enclosure 1 of Agenda Item 5



### Historic Neighborhoods\* & Neighborhood Plans

- Village Grove Historic Neighborhood
- Villa Monterey Historic Neighborhood
- Town and Country Historic Neighborhood
- Sands North Historic Neighborhood
- Peaceful Valley Neighborhood Plan
- Sherwood Heights Neighborhood Plan



\* Does not include properties or structures listed on the Scottsdale Historic Register.

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## CONSERVATION, REHABILITATION, & REDEVELOPMENT ELEMENT<sup>‡</sup>

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

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

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

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

## Goals and Policies

### GOAL CRR 1

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

#### *Policies*

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



**GOAL CRR 2**

**Sustain long-term economic well-being through redevelopment, rehabilitation, and conservation.**

*Policies*

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

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



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

**CRR 2.4 †** Foster redevelopment and rehabilitation of mature employment centers to enhance Scottsdale’s commercial property inventory and provide new job opportunities. *[Cross-reference Land Use; Public Services & Facilities; and Economic Vitality Elements]*

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

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

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



## GOAL CRR 3

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

### *Policies*

**CRR 3.1 †** Use Redevelopment Authority to promote careful and sensitive redevelopment of blighted or vacant areas.

**CRR 3.2 †** Correct the deficiencies of areas experiencing blight or potentially hazardous conditions that affect the health, safety, and welfare of community members. *[Cross-reference Safety Element]*

**CRR 3.3 †** Use relocation benefits to minimize hardship on community members during the formal redevelopment process. *[Cross-reference Housing and Healthy Community Elements]*



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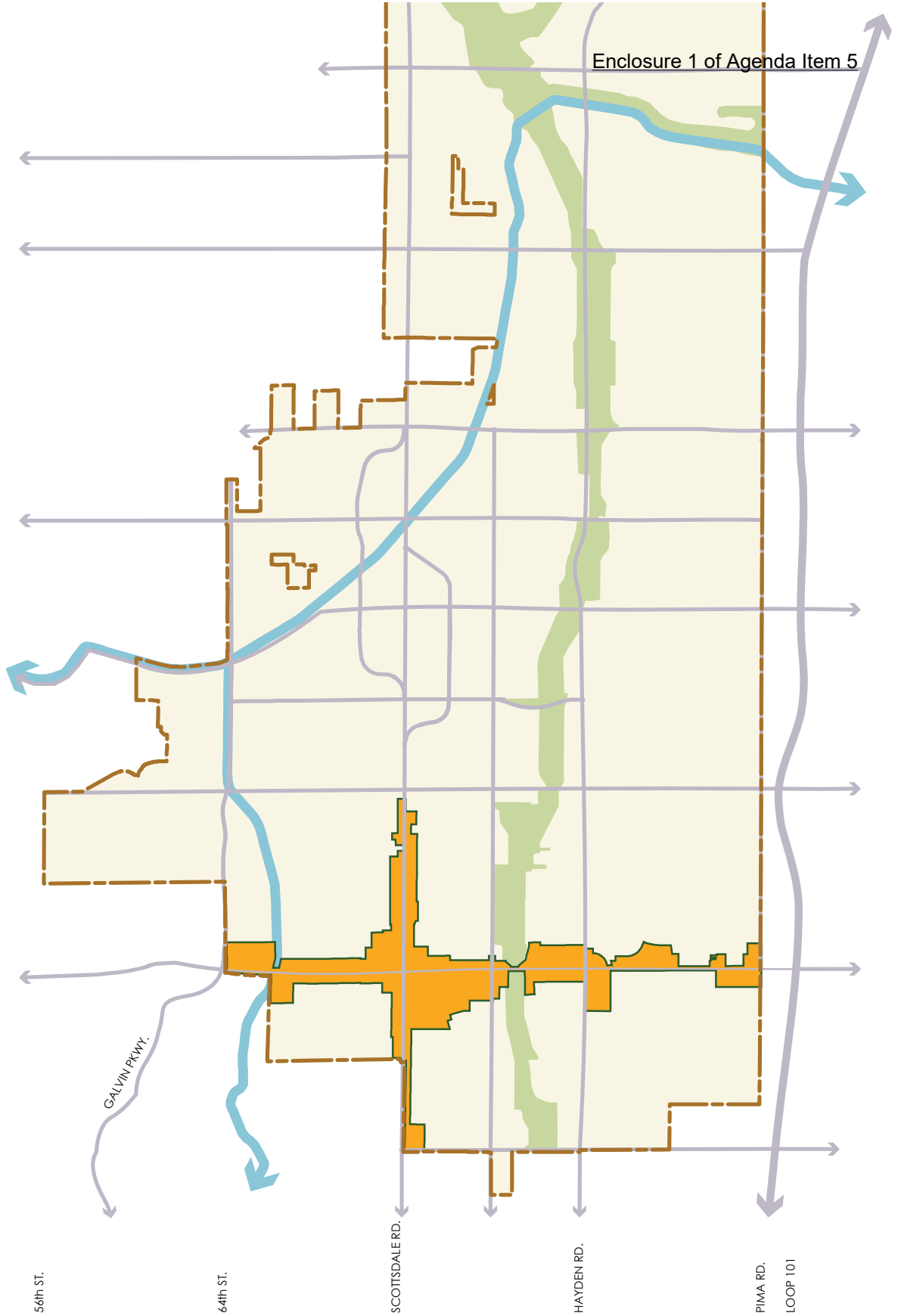
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LOOP 101

Enclosure 1 of Agenda Item 5



### Single Central Business District

Single Central Business District Boundary (Resolution No. 8356)



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## GROWTH AREAS ELEMENT<sup>‡</sup>

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

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

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

The goals and policies of the Growth Areas Element identify Growth and Activity Areas to manage growth and development and maintain the quality and variety of lifestyle choices found throughout the community.

## Goals and Policies

### GOAL GA 1 †

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

#### *Policies*

#### **GA 1.1** Designate Growth Areas in locations:

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

**GA 1.2** Accommodate the highest intensity of development in designated Growth Areas. Ensure that such development sensitively responds to neighborhoods, infrastructure, and character within and next to Growth Areas. In some cases Character Area Plans may be more specific on appropriate locations for higher intensity development within both Growth and Activity Areas. *[Cross-reference Character & Design Element]*

#### **GA 1.3** Designate Activity Areas in locations:

- Where development is concentrated, but to a lesser degree than Growth Areas;
- With infrastructure capacity to accommodate moderate levels of activity and a mix of uses; and,
- Where infrastructure upgrade/extension will be cost-effective.

**GA 1.4** Identify Growth and Activity Area “edges,” and incorporate context-appropriate transitions between these “edges” and adjacent neighborhoods to minimize the impacts of higher-intensity development.

**GOAL GA 2 †**

**Improve access to automobile, transit, and other mobility options to, from, and within Growth and Activity Areas.**

*Policies*

**GA 2.1** Coordinate a balanced multimodal circulation system that can accommodate changing demographics and patterns of development within identified Growth and Activity Areas. *[Cross-reference Circulation Element]*



**GOAL GA 3 †**

**Conserve and incorporate significant natural, open space, historic, and cultural resources in Growth and Activity Areas.**

*Policies*

**GA 3.1** Provide useable public open space as an integral part of Growth and Activity Areas to encourage public gathering, enhance aesthetics, preserve viewsheds, and serve as buffers between differing land uses and intensities. *[Cross-reference Character & Design; Open Space; and Healthy Community Elements]*

**GA 3.2** Identify and strengthen open space connections within and outside of Growth and Activity Areas. *[Cross-reference Open Space Element]*

**GA 3.3** Integrate art, historic, and cultural amenities into Growth and Activity areas. *[Cross-reference Arts, Culture & Creative Community Element]*

**GOAL GA 4 †**

**Promote public and private construction of timely and financially sound infrastructure in Growth and Activity Areas.**

*Policies*

- GA 4.1** Promote sustainability, green building, and low-impact development practices to lessen the demand on infrastructure within Growth and Activity Areas. *[Cross-reference Environmental Planning; Conservation; and Energy Elements]*
- GA 4.2** Focus infrastructure improvement and expansion in Growth and Activity Areas. *[Cross-reference Public Services & Facilities Element]*
- GA 4.3** Promote the coordination of infrastructure investment and development activity within Growth and Activity Areas. *[Cross-reference Cost of Development Element]*
- GA 4.4** Set priorities in the Capital Improvement Plan (CIP) for infrastructure construction and improvements that serve the complex needs of Growth and Activity Areas. *[Cross-reference Public Services & Facilities Element]*

**GOAL GA 5**

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

*Policies*

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

## SCOTTSDALE'S GROWTH AREAS

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

- **MCDOWELL ROAD/ SCOTTSDALE ROAD GROWTH AREA** consists of long-standing commercial properties along both McDowell Road and Scottsdale Road, south of Old Town. The majority of the properties in this Growth Area are in land use or development transition. The transitional nature of the area, as well as its close proximity to surrounding regional amenities, such as Sky Harbor International Airport and Papago Regional Park, provides opportunity for redevelopment and reinvestment to occur along these corridors. Scottsdale Road is the city's backbone, and southern Scottsdale Road can capitalize on its location between Scottsdale's Old Town Growth Area and the City of Tempe's downtown and northern Growth Areas. The intersection of McDowell and Scottsdale Roads is the "hub" of this Growth Area. This Growth Area will be less intense/dense than the Old Town and Greater Airpark Growth Areas. Building heights generally range between two and six stories. The Southern Scottsdale Character Area Plan provides more specific guidance for this Growth Area.



- **OLD TOWN GROWTH AREA** is the commercial, cultural, civic, and symbolic center of the community. Old Town includes a collection of interconnected, mixed-use districts. While one of the city's local and regional draws for shopping, dining, and entertainment, Scottsdale's Old Town is a prime tourist destination. The Old Town Growth Area, through the Old Town Scottsdale Character Area Plan, denotes locations for some of the greatest development intensity within the community. Building heights generally range between two and six stories, depending on location and district context, and may exceed six stories in certain areas identified in the Old Town Scottsdale Character Area Plan. At the center of the Old Town Growth Area is the Downtown Core. The Downtown Core, as identified, described, and defined by specific boundary in the Old Town Scottsdale Character Area Plan, is pedestrian-oriented, and includes downtown's historic legacy and heritage, specialty retail, art galleries, restaurants, public art, and the highest concentration of individually designated historic buildings found in the city. In contrast to the majority of the area, the Downtown Core is comprised of the lowest intensity of development in all of Old Town. The small-lot development pattern, active ground level land uses, and pedestrian focus of the Downtown Core are some of the primary elements that give Old Town its most identifiable character. *[Cross-reference Old Town Scottsdale Character Area Plan]*



- **GREATER AIRPARK GROWTH AREA** is one of the largest employment centers in the State of Arizona. It is headquarters for a multitude of national and regional corporations; center for a variety of smaller and locally-owned businesses; contains the largest employment and industrial-zoned area within Scottsdale; and is home to the Scottsdale Airport. The Greater Airpark Growth Area is also the location of some of the largest, signature special events in the city, such as the Waste Management Phoenix Open golf event, the Barrett-Jackson Collector Car Auction, and the Scottsdale Arabian Horse Show. This Growth Area will be similar in intensity to the Old Town Scottsdale Growth Area. Building heights generally range between three and six stories and may exceed six stories in certain areas identified in the Greater Airpark Character Area Plan. Appropriate locations for higher density/intensity development, and other considerations, are specified in the Greater Airpark Character Area Plan.





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LONE MOUNTAIN RD.

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DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

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BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

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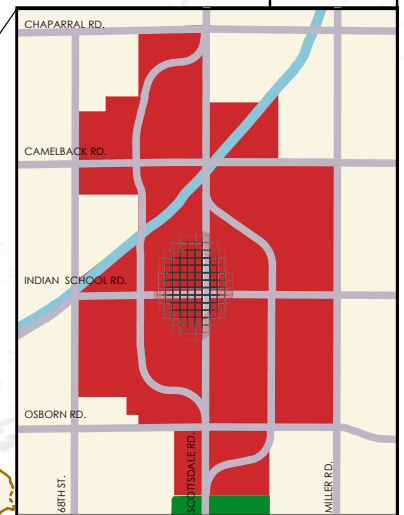
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Old Town



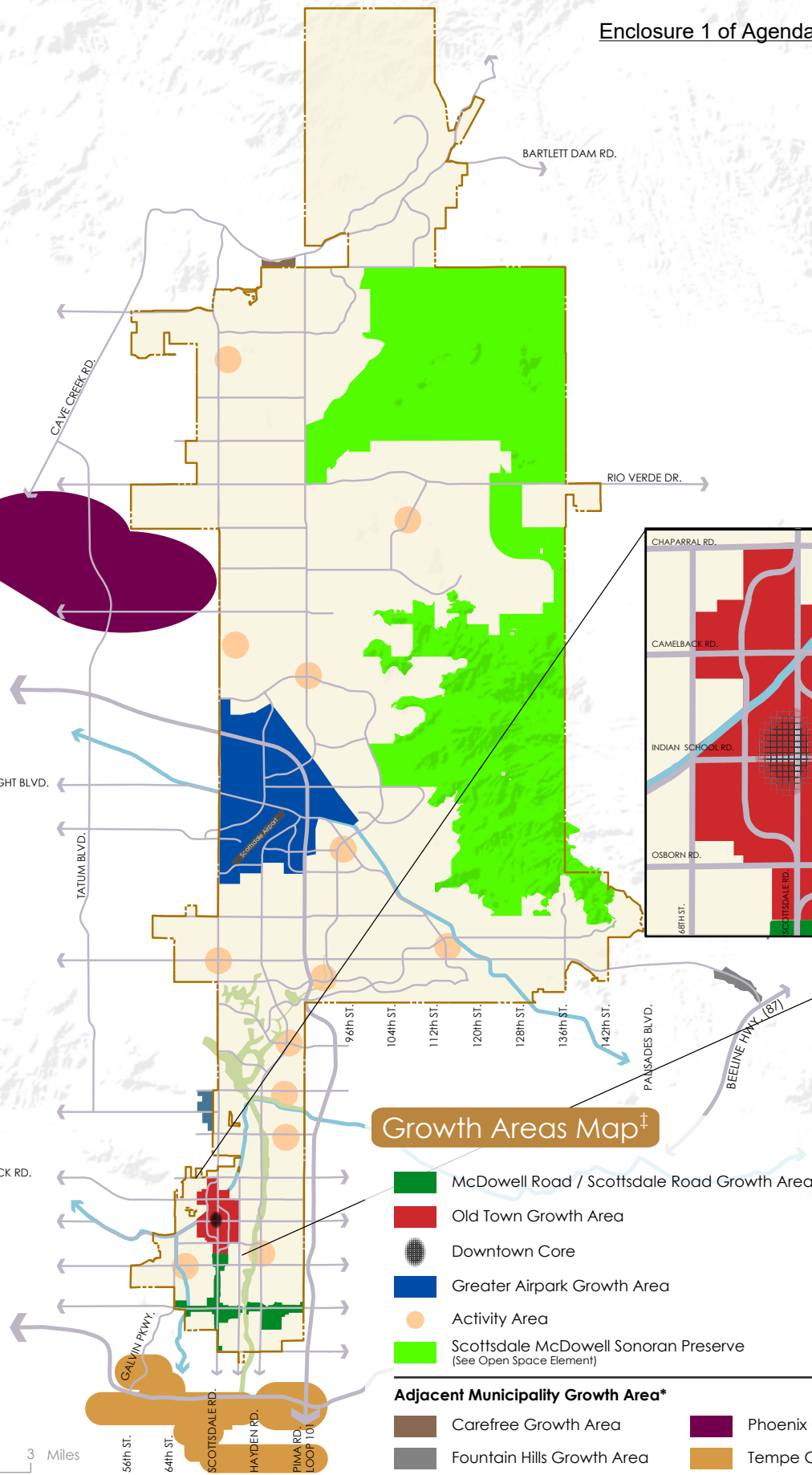
Growth Areas Map†

- McDowell Road / Scottsdale Road Growth Area
- Old Town Growth Area
- Downtown Core
- Greater Airpark Growth Area
- Activity Area
- Scottsdale McDowell Sonoran Preserve (See Open Space Element)

Adjacent Municipality Growth Area\*

- Carefree Growth Area
- Fountain Hills Growth Area
- Paradise Valley Development Area
- Phoenix Growth Area
- Tempe Growth Area

\* Growth Areas shown outside Scottsdale city boundaries are advisory.





## **COST OF DEVELOPMENT ELEMENT<sup>‡</sup>**

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

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

Several City ordinances require developer participation in public infrastructure improvement, per State law:

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

Developments may also participate in the improvement of public infrastructure through:

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

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

- **Sprinkler Ordinance** † – The Fire Code requirement that all new structures built since 1986 within the city have fire sprinklers reduced the need for hydrants, the sizing of water lines, the amount of pumping and storage capacity.
- **Private Facilities** † – In some cases the development of private streets and recreational facilities reduce the need for community-serviced street and park facilities and the ongoing maintenance costs for such facilities.
- **Joint-Use Agreements** † – Where applicable and viable, joint-use agreements with school districts and flood control agencies have helped reduce the land and facilities needed to provide a variety of recreational and community services.

## Goals and Policies

### GOAL COD 1 †

As permitted by State Law, require development to pay its fair share of the cost of public service needs it generates.

#### *Policies*

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

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

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

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

**COD 1.5 †** Consider, if applicable and allowed by State law, alternative ways of financing new infrastructure. *[Cross-reference Water Resources and Public Services & Facilities Elements]*

**COD 1.6** Continue to use water, water resources, and sewer development fees to ensure that new growth pays for itself without adversely impacting existing customers. *[Cross-reference Water Resources and Public Services & Facilities Elements]*



## GOAL COD 2

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

### *Policies*

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

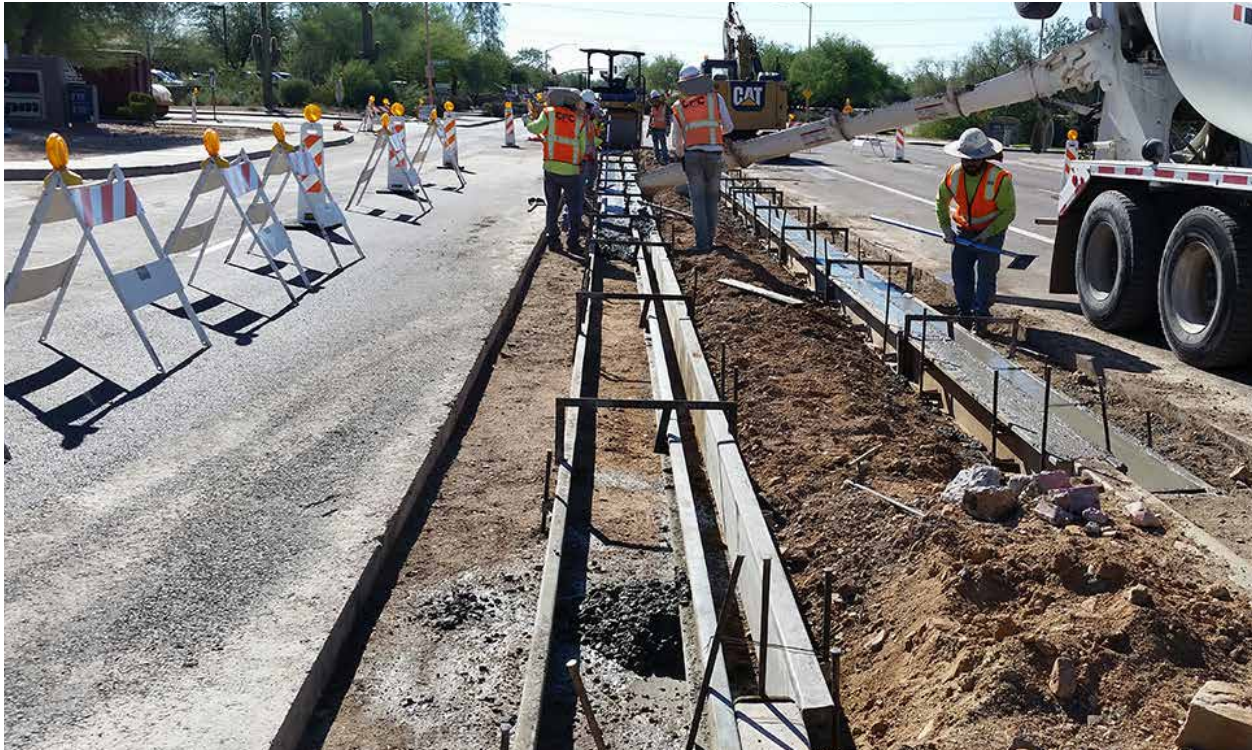
## GOAL COD 3

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

### *Policies*

- COD 3.1** As permitted by State Law, evaluate the long-term fiscal impacts of land use decisions that will require expanded city services, ongoing maintenance, and infrastructure. *[Cross-reference Land Use; Economic Vitality; and Public Services & Facilities Elements]*
- COD 3.2** Use fiscal impact modeling to aid preparation of departmental operating plans, capital facilities development plans, and asset management programs. *[Cross-Public Services & Facilities Element]*
- COD 3.3** Conduct comprehensive analyses of long-term infrastructure replacement requirements and costs through Capital Improvement Planning. *[Cross-reference Public Services & Facilities Elements]*
- COD 3.4** Develop and analyze alternative fiscal impact scenarios involving growth policies, service levels, funding methods, and cost and rate structures. *[Cross-reference Land Use; Growth Areas; Economic Vitality; and Public Services & Facilities Elements]*



## PUBLIC SERVICES & FACILITIES ELEMENT<sup>‡</sup>

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

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

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

## Goals and Policies

### GOAL PSF 1 †

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

#### *Policies*

**PSF 1.1** Seek new, cost-effective, and environmentally-friendly methods of solid waste collection, recycling, and disposal, including waste diversion and composting. *[Cross-reference Safety and Environmental Planning Elements]*

**PSF 1.2** Provide a diverse selection of services that meet solid waste disposal needs.

**PSF 1.3** Use Scottsdale's Transfer Station to reduce miles driven by solid waste collection vehicles, improve operational efficiency, and expand the options for future disposal sites. *[Cross-reference Environmental Planning Element]*



**GOAL PSF 2 †**

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

*Policies*

- PSF 2.1** Cooperate with all utility companies in installing and maintaining services and facilities.
- PSF 2.2** Minimize the visual impact of existing and proposed utility facilities. *[Cross-reference Character & Design and Open Space Elements]*
- PSF 2.3** Encourage the undergrounding of all new and existing electrical distribution lines carrying voltages of 69kV and lower. *[Cross-reference Cost of Development and Character & Design Elements]*
- PSF 2.4** Locate major utilities outside of washes, 100-year floodplains, and drainage easements. *[Cross-reference Open Space and Safety Elements]*
- PSF 2.5** Support the safe expansion of telecommunications services, choices, and future technologies.
- PSF 2.6** Maintain adequate water, wastewater, and stormwater services to the city's service areas. *[Cross-reference Water Resources and Conservation Element]*





### GOAL PSF 3

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

#### *Policies*

- PSF 3.1** Analyze public service operations and facilities for the whole city, and identify the most efficient use of available resources to maintain and replace infrastructure. *[Cross-reference Cost of Development Element]*
- PSF 3.2** Set priorities for new facilities and service operations based on greatest need. *[Cross-reference Cost of Development Element]*
- PSF 3.3** Explore new mechanisms and public-private partnerships to fund and provide public services and facilities. *[Cross-reference Cost of Development Element]*
- PSF 3.4** Ensure infrastructure, facilities, and public services grow in proportion with population increases to maintain the same or superior levels of services and facilities. *[Cross-reference Cost of Development; Growth Areas; and Land Use Element]*
- PSF 3.5** When financially and operationally feasible, design and construct public facilities and infrastructure to meet ultimate capacity to avoid the need for future upsizing.

### GOAL PSF 4

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

#### *Policies*

- PSF 4.1** Maintain and expand an adaptable and accessible library technology infrastructure to accommodate community needs.
- PSF 4.2** Adapt to changing communication and information technology needs.
- PSF 4.3** Focus on youth and their families as essential customers of library services through enrichment, early literacy, and school readiness programming. *[Cross-reference Healthy Community Element]*



- PSF 4.4** Partner with other libraries, and recreational and social service providers to ensure efficient service delivery, and collaborate with community agencies to market library resources to specialized audiences. *[Cross-reference Recreation Element]*
- PSF 4.5** Use libraries as community resources for education, career readiness, co-working spaces, public meetings, social gathering, and idea sharing, as well as for reading, computer use, and quiet study. *[Cross-reference Healthy Community; Public Building and Recreation Elements; and Community Centers and Libraries Map]*
- PSF 4.6** Support multilingual and non-English speaking library customers by providing programs and materials of interest to various cultures. *[Cross-reference Healthy Community Element]*
- PSF 4.7** Support and develop partnerships, collaboration, and growth of library services to encourage community-building. *[Cross-reference Healthy Community; Economic Vitality; and Neighborhood Preservation & Revitalization Elements]*

## GOAL PSF 5

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

### *Policies*

- PSF 5.1** Encourage partnerships that seek effective solutions to shared problems and community service needs. *[Cross-reference Healthy Community; Housing; and Recreation Elements]*
- PSF 5.2** Cooperate with neighboring communities in providing municipal services, such as police and fire protection, emergency medical and human services, waste and recycling services, libraries, and recreation. *[Cross-reference Healthy Community; Housing; Safety; Public Buildings; and Recreation Elements]*
- PSF 5.3** Encourage active participation of local businesses in the provision of community services. *[Cross-reference Healthy Community and Economic Vitality Elements]*
- PSF 5.4** Coordinate services locally and regionally with other public agencies, non-profits, and the private sector to reduce overlap, enhance services, and maximize resources.
- PSF 5.5** Market city services and space for non-profit use to maximize community resources.

JENNY LIN RD.

CIRCLE MOUNTAIN RD.

HONDA BOW RD.

ROCKAWAY HILLS RD.

DESERT HILLS DR.

JOY RANCH RD.

STAGECOACH PASS

CAREFREE HWY.

DOVE VALLEY RD.

LONE MOUNTAIN RD.

DIXILETA DR.

DYNAMITE BLVD.

JOMAX RD.

HAPPY VALLEY RD.

PINNACLE PEAK RD.

DEER VALLEY RD.

LOOP 101

UNION HILLS DR.

BELL RD./FRANK LLOYD WRIGHT BLVD.

GREENWAY PKWY.

THUNDERBIRD RD.

CACTUS RD.

SHEA BLVD.

DOUBLETREE RANCH RD.

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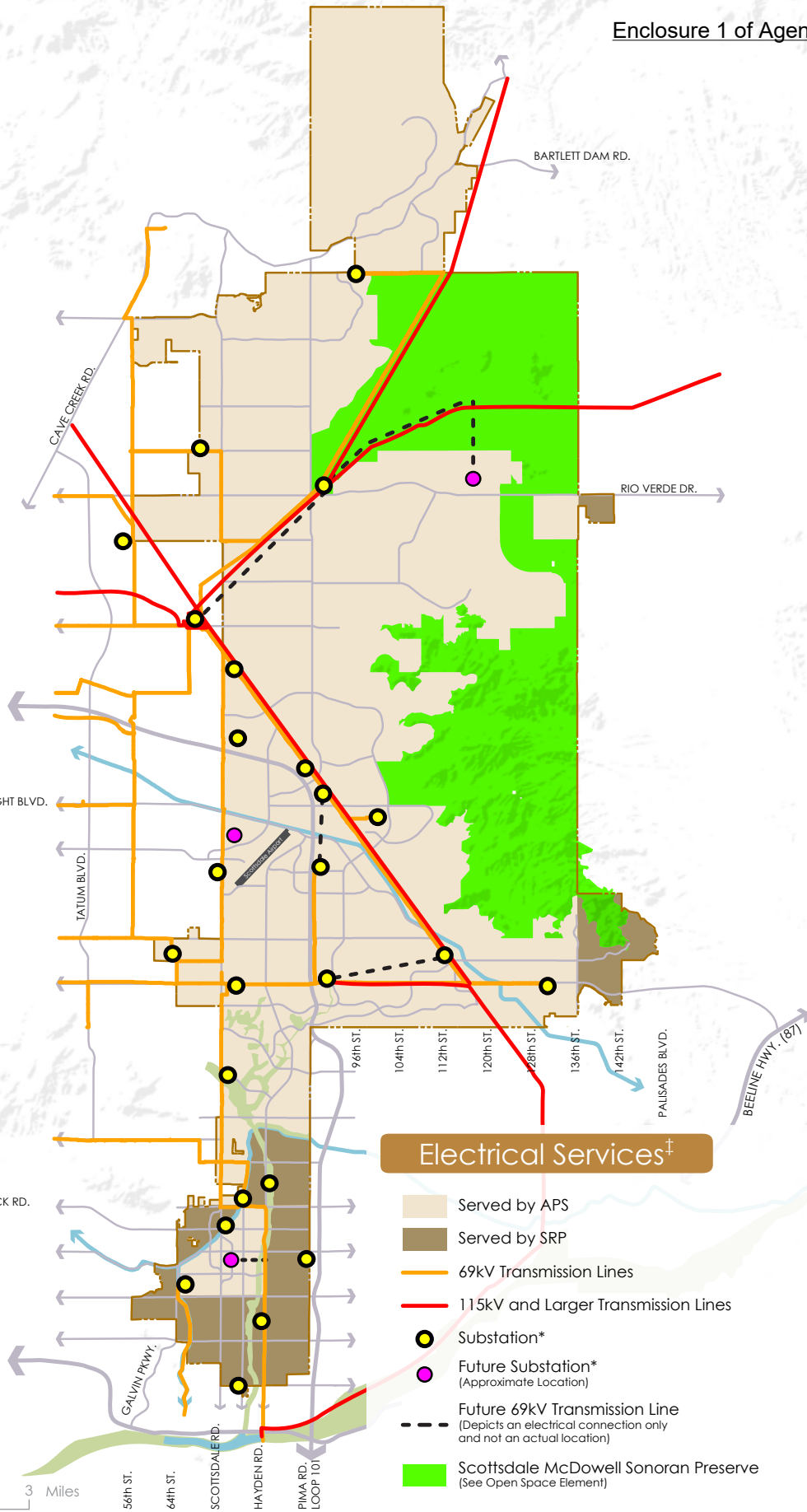
INDIAN SCHOOL RD.

THOMAS RD.

McDOWELL RD.

LOOP 202

McKELLIPS RD.



Electrical Services†

- Served by APS
- Served by SRP
- 69kV Transmission Lines
- 115kV and Larger Transmission Lines
- Substation\*
- Future Substation\* (Approximate Location)
- Future 69kV Transmission Line (Depicts an electrical connection only and not an actual location)
- Scottsdale McDowell Sonoran Preserve (See Open Space Element)

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



## PUBLIC BUILDINGS ELEMENT<sup>‡</sup>

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

Scottsdale's public buildings are designed to respond to the needs of the community, and as such, the location, size, timing, and financing of public buildings must be planned well in advance of construction to minimize cost. In 2005, the city adopted the nation's first LEED Gold certification policy for newly constructed and renovated public facilities. For new buildings, the city will continue to lead by example in constructing facilities that reflect the community's character and legacy of green building and environmental stewardship, while maximizing usefulness and public benefits.

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

## Goals and Policies

### GOAL PB 1 †

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

#### *Policies*

**PB 1.1** Focus primary community activities, city government, and administrative services in the Civic Center complex.

**PB 1.2** Establish satellite city facilities to enhance service delivery to various geographic areas.

**PB 1.3** Strategically locate and group public buildings, facilities, and parks to serve neighborhoods in the city. *[Cross-reference Land Use; Open Space; and Recreation Elements]*

**PB 1.4** Provide fully accessible public buildings to all community members. *[Cross-reference Public Services & Facilities and Healthy Community Elements]*

**PB 1.5** Equip public buildings with the technology to access global information resources. *[Cross-reference Public Service & Facilities Element]*

**PB 1.6** Adhere to municipal facility industry standards for space/staff ratios within public buildings.



**GOAL PB 2**

**Design, construct, rehabilitate and renovate public buildings to demonstrate Scottsdale’s Sonoran Desert context, promote excellence in architectural design, and showcase the city’s leadership in environmental sustainability.**

*Policies*

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

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



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

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

**PB 2.5** Design public buildings that have flexible spaces, accommodate co-location of services and programs, and create synergy. *[Cross-reference Recreation and Public Services & Facilities Elements]*

**GOAL PB 3 †**

**Collaborate with schools to plan for and secure facilities as key features of neighborhoods.**

*Policies*

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



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CIRCLE MOUNTAIN RD.

HONDA BOW RD.

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PIMA RD.

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GALVIN PKWY.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

Chaparral

Club SAR

City Hall

Paiute

Eldorado

Granite Reef Senior

Vista Del Camino

Mountain View

Mustang

Community Centers and Libraries†



Community Center



Library



Scottsdale McDowell Sonoran Preserve (See Open Space Element)

Appaloosa

Arabian

Horizon

McDowell Mountain Ranch

Cactus

Mountain View

Mustang

Via Linda Senior





# 7. INNOVATION & PROSPERITY



## INTRODUCTION

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

Tourism, as well as industries such as healthcare and bio/life sciences, are integral to Scottsdale’s identity and serve as the community’s core economic engines. In some respects, the tourism and healthcare markets in Scottsdale overlap, with both influenced by the climate, natural and built environments, and the diversity, quality, and character of the community. While tourism is more of a seasonal, cyclical industry, it contributes extensively to the economy, provides a diverse range of employment opportunities, and contributes to community well-being. Preservation and enhancement of Scottsdale’s core economic sectors is critical to continuous economic health.



To maintain high public service standards and physical quality, the city must support and expand its economic base. This can be done by targeting new economic and educational opportunities, which provide support for the future fiscal health of the city. The Innovation & Prosperity Chapter recognizes that Scottsdale operates within broader regional and global economic settings, and, as such, the city must maintain and strengthen its competitive position by creating an environment where Scottsdale can effectively respond, innovate, and adjust rapidly.

**ELEMENTS IN THIS CHAPTER:**

- Economic Vitality
- Tourism
- Education

*“Different types and sizes of businesses should be in Scottsdale... A mixture of businesses is quintessential to keeping Scottsdale’s small town feel.”*

*- Scottsdale Youth Town Hall Report (2014)*

## Innovation & Prosperity Chapter

### ECONOMIC VITALITY ELEMENT

- Goal EV 1** Foster economic resiliency
- Goal EV 2** Enhance socioeconomic prosperity
- Goal EV 3** Manage land uses to enhance economic development
- Goal EV 4** Ensure fiscal sustainability

### TOURISM ELEMENT

- Goal T 1** Strengthen tourism
- Goal T 2** Enhance mobility and wayfinding
- Goal T 3** Support special events and venues

### EDUCATION ELEMENT

- Goal EDU 1** Encourage lifelong learning
- Goal EDU 2** Deliver equitable, quality education
- Goal EDU 3** Support safe, healthy, positive learning environments
- Goal EDU 4** Collaborate with public entities



## ECONOMIC VITALITY ELEMENT

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

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

The Economic Vitality Element provides goals and policies to sustain the economy while protecting Scottsdale’s unique southwestern character and quality of life.

## Goals and Policies

### Goal EV 1

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

#### *Policies*

**EV 1.1** Direct economic growth and change through the implementation and regular update of economic and tourism development strategic plans, that:

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

*[Cross-reference Vision and Values]*

**EV 1.2** Support retention and expansion of established businesses, and provide resources for businesses to adapt to changing market conditions.

**EV 1.3** Diversify Scottsdale’s businesses, focusing on industries that add value to the existing economic environment.

**EV 1.4** Recruit and retain companies with core values that include both innovation and environmental stewardship and encourage partnerships between these companies and research institutions. *[Cross-reference Environmental Planning and Energy Elements]*

**EV 1.5** Foster collaboration and the creation of support networks among Scottsdale businesses.

**Goal EV 2**

**Provide diverse economic activities, employment opportunities, and educational pursuits to enhance the socioeconomic prosperity of all community members.**

*Policies*

**EV 2.1** Target specific economic sectors for expansion or relocation in Scottsdale that will enhance the quality of life of the community, provide the greatest positive impact, and deliver the fewest negative impacts.

*[Cross-reference Land Use; Cost of Development; and Public Services & Facilities Elements]*



**EV 2.2** Strengthen community partnerships with institutions to grow and support high-value startup businesses, research, and other entrepreneurial opportunities. *[Cross-reference Healthy Community Element]*

**EV 2.3** Enhance accessible and effective education and job training opportunities. *[Cross-reference Healthy Community Element]*

**EV 2.4** Attract and retain a mix of businesses and industries that can provide jobs for residents of all skill and education levels. *[Cross-reference Land Use and Healthy Community Elements]*

**Goal EV 3**

**Sensitively manage land uses to provide and enhance economic development, fiscal health and job growth, while simultaneously protecting the integrity and lifestyle of neighborhoods.**

*Policies*

**EV 3.1** Support and enhance, where necessary, major street, freeway, and telecommunications access to key employment and regional retail centers. *[Cross-reference Land Use; Growth Areas; Circulation; and Public Services & Facilities Elements]*

**EV 3.2** Maintain and create distinctive business, shopping, and cultural/entertainment clusters. *[Cross-reference Land Use and Arts, Culture & Creative Community Elements]*

**EV 3.3** Maintain and develop neighborhood-scale shopping areas near residential concentrations. *[Cross-reference Land Use and Neighborhood Preservation & Revitalization Elements]*

**EV 3.4** Focus major employment and commercial uses in Growth Areas. *[Cross-Reference Growth Areas Element]*

**EV 3.5** Ensure neighborhoods are adequately protected from major development through design sensitivity, buffering, and traffic management. *[Cross-reference Land Use and Character & Design Elements]*



**EV 3.6** Enhance and protect the Scottsdale Airport as a global connection for tourism and business development. *[Cross-reference Land Use; Circulation; and Safety Elements]*

**EV 3.7** Identify and promote opportunities for infill development, and ensure that infill development projects sensitively integrate into the environmental and neighborhood setting. *[Cross-reference Land Use; Character & Design; Conservation, Rehabilitation, & Redevelopment; and Neighborhood Preservation & Revitalization Elements]*

**EV 3.8** Promote orderly, planned growth to reduce service costs, maximize use of existing and proposed public facilities, and enhance available revenues. *[Cross-reference Land Use; Growth Areas; Cost of Development; and Public Services & Facilities Elements]*

**EV 3.9** Maintain and expand when appropriate for the city’s fiscal health, resorts/ tourism, employment, and commercial land uses to provide revenue, jobs, and contribute to the socioeconomic prosperity of our residents. *[Cross-reference Land Use and Growth Areas Elements]*

**Goal EV 4**

**Ensure that Scottsdale retains fiscal resources needed to effectively govern, provide services at a level consistent with community expectations, and fulfill the community’s vision.**

*Policies*

**EV 4.1** Ensure the highest level of services and public amenities are provided at the lowest costs in terms of property taxes and travel distances. *[Cross-reference Land Use; Public Services & Facilities; and Recreation Elements]*

**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** Seek and support economic development projects that will contribute positively to the city’s finances and advance the community’s vision and goals. *[Cross-reference Vision & Values]*

**EV 4.4** Operate the city in a fiscally-responsible manner through long-term planning and maintaining a positive balance between available revenue and expenditures. *[Cross-reference Public Services & Facilities Element]*

**EV 4.5** Evaluate projected changes in city revenue and service costs as a part of General Plan review. *[Cross-reference Implementation Chapter]*

**EV 4.6** Promote efficiencies gained from comprehensive energy management to supplement the city’s existing resources devoted to the operation and maintenance of infrastructure and service delivery. *[Cross-reference Cost of Development and Public Services & Facilities Elements]*

**EV 4.7** Carefully consider the fiscal implications of land use decisions. *[Cross-reference Land Use; Cost of Development; and Public Services & Facilities Elements]*

**EV 4.8** Invest in the city’s high-performing workforce to continue to provide a high level of services for community members and visitors.



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## TOURISM ELEMENT

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

Significant tourism dollars are generated in Scottsdale — this money helps to provide higher levels of community services and amenities to Scottsdale citizens, businesses, and visitors. Moreover, the city, its residents, and business community benefit from special events held in Scottsdale through increased cultural offerings, recreational opportunities, individual and organizational volunteer involvement, and fiscal contributions to community service organizations.

Tourism enhances the community’s status, and Scottsdale citizens and businesses benefit from the marketing exposure that comes with being a travel destination. Tourism and destination promotion are often the first step in shaping overall positive perceptions of Scottsdale. Travelers who visit Scottsdale are more likely to view Scottsdale as a good place to live, work, start a business, attend college, purchase a vacation home, and retire. Those elements open the door to generating further economic activity in Scottsdale.

The Tourism Element provides goals and policies to further validate Scottsdale as the premier Southwest tourism and special events destination.

## Goals and Policies

### Goal T 1

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

#### *Policies*

**T 1.1** Support the development and revitalization of hotels and resorts that reflect Scottsdale's Sonoran Desert character, commitment to environmental stewardship, and high-quality image.

*[Cross-reference Character & Design; Land Use; and Conservation, Rehabilitation, & Redevelopment Element]*



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

**T 1.3** Preserve and enhance Scottsdale's natural, social, and cultural environments so that Scottsdale's tourism experiences remain uniquely competitive and viable while enriching the community's unique and extraordinary livability. *[Cross-reference Open Space and Arts, Culture & Creative Community Elements]*

**T 1.4** Support tourism by providing public scenic, outdoor, educational, and recreational facilities for both visitors and residents to enjoy. *[Cross-reference Character & Design; Open Space; Recreation; Arts, Culture & Creative Community; and Public Buildings Elements]*

**T 1.5** Enhance Scottsdale's tourism and resident experience by supporting services that highlight the unique elements and characteristics of different areas of the community, including fine dining, specialty and high-quality retail, art galleries, museums, spas and wellness centers, transportation, recreation and leisure opportunities, event experiences, and entertainment activities. *[Cross-reference Land Use, Healthy Community; Arts, Culture & Creative Community; and Recreation Elements]*

**T 1.6** Preserve and enhance environmental, historical, and archaeological sites that support tourism, contribute to our city's unique identity, and provide educational and cultural development opportunities for the community. *[Cross-reference Arts, Culture & Creative Community Element]*



- T 1.7** Support a concentration of visitor and community services and experiences in Old Town. *[Cross-reference Growth Areas and Arts, Culture & Creative Community Elements]*
- T 1.8** Advocate for the sustainable development of new retail opportunities, especially those that capture the unique flavor of Scottsdale and complement the quality, resort, and desert character of the community. *[Cross-reference Character & Design and Land Use Elements]*
- T 1.9** Promote resorts in conjunction with recreation, retail, housing, and cultural amenities that support tourism and provide and sustain a resort-like lifestyle. *[Cross-reference Economic Vitality; Healthy Community; and Arts, Culture & Creative Community Elements]*
- T 1.10** Promote Scottsdale as a unique desert recreational experience.
- T 1.11** Encourage tourism-related public-private partnerships to provide destination marketing, arts and cultural experiences, and the development or redevelopment of community amenities.
- T 1.12** Promote Scottsdale as a welcoming and inclusive community.

**Goal T 2**

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**Enhance visitor and resident mobility, accessibility, and wayfinding.**

*Policies*

- T 2.1** Provide multimodal transportation choices and regional links to ease tourist mobility and accessibility. *[Cross-reference Circulation Element]*
- T 2.2** Encourage the use of a broad range of mobility and accessibility options during special events.
- T 2.3** Enhance local bus route service frequency and hours of operation supplemented by organized alternative multimodal transportation choices to better serve special events and tourism attractions.
- T 2.4** Enhance the visitor experience through wayfinding, particularly in Old Town Scottsdale.
- T 2.5** Promote the diversity and inclusivity of resorts and tourism businesses that embrace and welcome all.

**Goal T 3**

**Support and expand special events, spaces, and venues.**

*Policies*

**T 3.1** Provide destination attractions and events that celebrate Scottsdale’s heritage and cultural diversity and provide unique entertainment and educational opportunities, including the key theme areas of the arts, southwestern culture, Native American culture, cowboy/western lore, and the Sonoran Desert environment.

*[Cross-reference Character & Design and Arts, Culture & Creative Community Elements]*



**T 3.2** Build on Scottsdale’s strength for attracting sporting entertainment opportunities and signature special events. *[Cross-reference Arts, Culture & Creative Community and Safety Elements]*

**T 3.3** Attract and retain western and equestrian venues and events. *[Cross-reference Arts, Culture & Creative Community and Economic Vitality Elements]*

**T 3.4** Maximize the potential of art and cultural events for generating economic activity. *[Cross-reference Economic Vitality Element]*

**T 3.5** Maintain, enhance, and expand city-operated event facilities as appropriate based on comparable facilities in similar competitive destinations.

**T 3.6** Provide a variety of public realm and open space areas that accommodate multiple activities and special events.

**T 3.7** Support new and enhance existing event venues and facilities to accommodate special events of differing sizes and offerings.

**T 3.8** Grow existing and establish new, high-quality signature festivals, events, and programming to attract resident and visitor audiences.

**T 3.9** Promote environmental sustainability at events, attractions, and venues.

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CIRCLE MOUNTAIN RD.

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56th ST.

64th ST.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

96th ST.

104th ST.

112th ST.

120th ST.

128th ST.

134th ST.

142th ST.

GALVIN PKWY.

SCOTTSDALE RD.

HAYDEN RD.

PIMA RD.

LOOP 101

Tourism and Lodging

● Citywide Hotel Locations

■ Scottsdale McDowell Sonoran Preserve (See Open Space Element)



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## EDUCATION ELEMENT

A healthy community and competitive economy are directly based on high-quality education. The educational system is a quality-of-life indicator. Parents typically seek exceptional schools and make housing and employment decisions based on this factor. Educational offerings are a leading consideration for attracting new residents to Scottsdale. Furthermore, businesses universally rely on the quality of local education when determining where to invest their limited resources.

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

More than half of Scottsdale adults have earned a bachelor's degree or higher. Educating the community's students, whether primary, secondary or higher education, has historically not been a direct charge or function of the city. The city is served by five public school districts and a variety of vocational, charter, private and parochial schools; Maricopa County Community Colleges; and state universities (See Public Schools and School Districts Map).

While the city does not provide direct, traditional education as the schools do, it does have a vested interest in educational outcomes. The city provides lifelong learning options for all ages and abilities, and offers supportive programs such as before- and after-school,



library literacy, homework help, early learning and parent/child education programs, and art, cultural, and recreational enrichment classes and camps. In addition to school and city offerings, the Scottsdale community also benefits from the abundant private, non-profit, and faith-based educational programs available citywide.

The Education Element provides goals and policies that enhances lifelong learning opportunities, encourages partnerships with traditional educational providers, and furthers the community’s role in supporting a safe, healthy, and positive educational environment that, in turn, contributes to a strong workforce, vital vibrant economy, and enhanced quality of life.

## Goals and Policies

### Goal EDU 1

**Encourage lifelong learning for all Scottsdale residents.**

#### *Policies*

**EDU 1.1** Offer lifelong enrichment opportunities for residents of all ages and abilities, such as sports and recreation programming, tot and youth classes, tween and teen programs, and senior and adaptive services.



**EDU 1.2** Promote libraries, community centers, and other city facilities as resources and destinations for connectivity, learning, entertainment, relaxation, and mental growth. *[Cross-reference Public Services & Facilities Element]*

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

**EDU 1.4** Facilitate high-quality early childhood education, school readiness and literacy programs, through public, private, and non-profit providers.

**EDU 1.5** Support neighborhood organizations, such as homeowner’s associations and block watch groups, through technical help and educational programs to promote self-reliance and community-based problem-solving. *[Cross-reference Community Involvement Element]*

**Goal EDU 2**

**Support primary, secondary, and higher education providers – local districts, high quality charter schools, community college, and universities – to deliver equitable, quality education citywide.**

*Policies*

**EDU 2.1** Encourage a variety of public and private education facilities in the community. *[Cross-reference Land Use; Public Buildings; and Economic Vitality Elements]*

**EDU 2.2** Encourage community involvement in local educational initiatives to ensure high quality learning throughout the city.

**EDU 2.3** Support traditional education with supplemental before- and after-school programs to achieve improved PK-12 educational outcomes.



**EDU 2.4** Partner with schools and non-profit groups, such as the McDowell Sonoran Conservancy, to offer educational and research opportunities to learn and interpret the natural, historical, and archaeological preservation of the Sonoran Desert and mountains. *[Cross-reference Healthy Community; Arts, Culture & Creative Community; Recreation; Economic Vitality; Environmental Planning; and Conservation Elements]*

**EDU 2.5** Collaborate with local schools, Scottsdale Arts, Scottsdale Artists’ School, and other youth organizations to build creative skills and gain exposure to the arts. *[Cross-reference Recreation; Healthy Community; and Economic Vitality Elements]*

**EDU 2.6** Partner with local schools to sponsor youth councils, mentoring programs, and support for civics education.

**EDU 2.7** Increase awareness of volunteer programs by connecting with local schools and colleges to provide students with community service opportunities.

## Goal EDU 3

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**Support safe, healthy, positive learning environments, with diverse elective and vocational opportunities.**

### *Policies*

- EDU 3.1** Collaborate with schools to implement school campus safety, security, emergency, and contingency plans. *[Cross-reference Circulation and Public Buildings Elements]*
- EDU 3.2** Create safe and accessible multi-modal transportation routes to campus facilities through Safe Routes to Schools or other programming. *[Cross-reference Safety Element]*
- EDU 3.3** Encourage before, during, and after-school enrichment activities such as elective classes, music and fine arts, athletics, multi-generational opportunities, and other extra-curricular offerings.
- EDU 3.4** Ensure that citizens with disabilities have equal access to facilities, services, transportation, education, training, and employment. *[Cross-reference Housing; Circulation; Economic Vitality; and Recreation Elements]*

## GOAL EDU 4

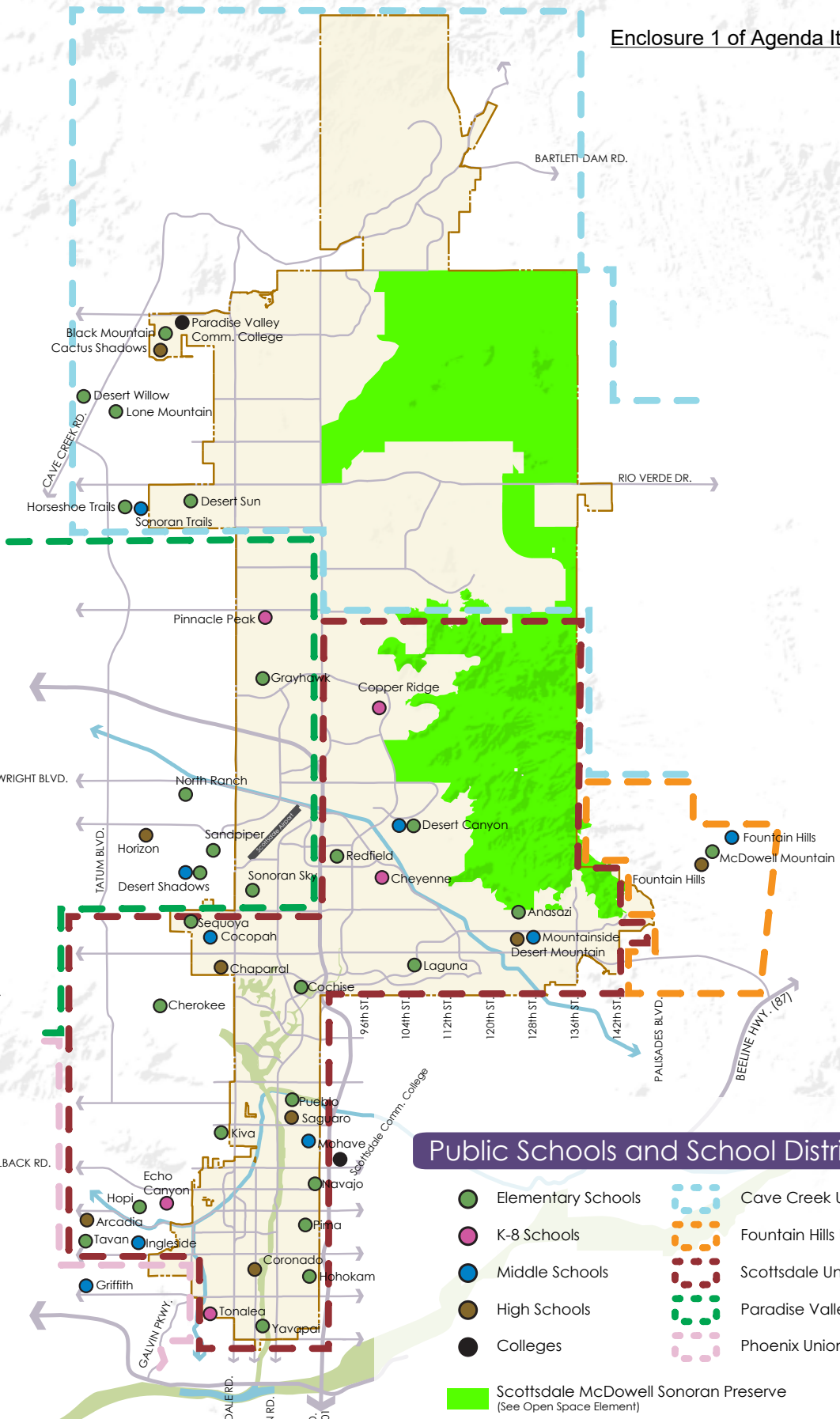
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**Collaborate with schools, tribal communities, and other public entities for joint use or co-location of recreation facilities, programming, and special events.**

### *Policies*

- EDU 4.1** When appropriate, retain school sites for community use and consider acquisition or co-location of facilities to maintain neighborhood recreation and open space accessibility. *[Cross-reference Open Space and Public Buildings Element]*
- EDU 4.2** Where possible, locate parks and recreational spaces along shared-use paths and next to school grounds or other jurisdictions' recreational spaces to encourage the maximum use of all properties. *[Cross-reference Land Use Element]*
- EDU 4.3** Encourage public access to school site recreation facilities (e.g., basketball courts, playgrounds, tennis courts, fields), and support joint use of park, school, and library sites. *[Cross-reference Public Buildings and Public Services & Facilities Elements]*
- EDU 4.4** Maintain a close, collaborative relationship with schools that serve Scottsdale to maximize the use of school services and facilities for public benefit. *[Cross-reference Recreation and Open Space Elements]*
- EDU 4.5** Scottsdale is committed to working with the schools to achieve the best outcome for our children. This includes, but is not limited to, shared facilities such as parks and libraries, mentoring programs, and recognition of student achievements.

JENNY LIN RD.  
 CIRCLE MOUNTAIN RD.  
 HONDA BOW RD.  
 ROCKAWAY HILLS RD.  
 DESERT HILLS DR.  
 JOY RANCH RD.  
 STAGECOACH PASS  
 CAREFREE HWY.  
 DOVE VALLEY RD.  
 LONE MOUNTAIN RD.  
 DIXILETA DR.  
 DYNAMITE BLVD.  
 JOMAX RD.  
 HAPPY VALLEY RD.  
 PINNACLE PEAK RD.  
 DEER VALLEY RD.  
 LOOP 101  
 UNION HILLS DR.  
 BELL RD./FRANK LLOYD WRIGHT BLVD.  
 GREENWAY PKWY.  
 THUNDERBIRD RD.  
 CACTUS RD.  
 SHEA BLVD.  
 DOUBLETREE RANCH RD.  
 McCORMICK PKWY.  
 INDIAN BEND RD.  
 LINCOLN DR.  
 McDONALD DR.  
 CHAPARRAL RD./CAMELBACK RD.  
 CAMELBACK RD.  
 INDIAN SCHOOL RD.  
 THOMAS RD.  
 McDOWELL RD.  
 LOOP 202  
 McKELLIPS RD.



Public Schools and School Districts†

- Elementary Schools
- K-8 Schools
- Middle Schools
- High Schools
- Colleges
- Cave Creek Unified
- Fountain Hills Unified
- Scottsdale Unified
- Paradise Valley Unified
- Phoenix Union/Balsz
- Scottsdale McDowell Sonoran Preserve (See Open Space Element)



## 8. IMPLEMENTATION



Implementation is the manifestation of the General Plan. Scottsdale's General Plan sets forth a vision that will come alive as city government, residents, businesses, organizations, and others work together to fulfill the plan's goals and policies. This can be accomplished if the plan is consistently administered, maintained, and evaluated. Because the General Plan will be implemented over the long-term, the Implementation Chapter provides a process to complete programs and projects in a systematic and coordinated manner.

Arizona State law provides for the municipal Planning Agency to take the following actions to implement the General Plan:

- Recommend measures to the City Council that will put into effect the provisions of the General Plan;
- Promote public interest and understanding of the General Plan and its regulations;
- Communicate with other public officials, agencies, and organizations with regard to General Plan implementation;
- Develop specific plans as may be necessary to implement the General Plan;
- Contract for, receive, and utilize grants or other financial assistance made available by government agencies;
- Render an annual report to City Council on the status of the General Plan and progress of its application; and
- Create and maintain a Capital Improvement Program (CIP).



This Chapter is organized into the following sections:

- 1) **Implementation Tools** describe the primary ways the General Plan is carried out, with recommendations for certain action steps.
- 2) **Funding Sources** provide a list of primary funding sources for General Plan implementation.
- 3) **Oversight and Coordination** describes generally who implements the General Plan.
- 4) **Process and Programs** describes general next steps in implementing the General Plan and a list of major programs that should be created and/or updated to bring the General Plan to life.
- 5) **Measuring Progress** indicates how the General Plan will be evaluated and monitored over the next 20 years, with recommended reporting procedures.

## 1) Implementation Tools

The General Plan provides a broad framework for the physical development of the city and the delivery of public services. Much of the plan's implementation occurs on a daily basis, through both private and public actions. The following are some primary implementation tools of the General Plan, as well as some general action steps that should be taken to realize the community's vision and goals.

### City Code

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

### **Action Steps:**

- Complete a comprehensive review and update of the City Code to conform to the General Plan.
- Strategically review and update the Zoning Ordinance in the following ways:
  - On a neighborhood basis, primarily in response to neighborhoods plans or emerging challenges or opportunities within individual neighborhoods;
  - On a Character Area basis, primarily to support implementation of Character Area Plans;
  - On a topical basis, primarily to achieve the policies of the General Plan and any legal mandates or community priorities that arise; and
  - On a citywide basis, to achieve the community's vision, aspirations, and goals in the General Plan.
- Evaluate rezonings and Zoning Ordinance text amendments for consistency with the General Plan.
- Complete a comprehensive review of the city's public outreach and involvement processes.

## **Character Area Plans**

Character Area Plans work to define, maintain, or enhance a desired character for an area. They link the broad policy direction of the General Plan with more detailed policies and implementation projects for specific geographic areas of the city. The Character & Design Element of the General Plan includes a map showing adopted and future Character Areas.

### **Action Steps:**

- Prioritize Character Area Plans over a 10-20 year timeframe. Create approaches and timeframes for updating adopted plans and creation of future plans. New and updated Character Area Plans should be adopted in conformance with State Statutes. Character Area Plans may recommend changes to the General Plan that may also constitute major or minor amendments, per the General Plan Amendment Criteria (e.g., Change in Land Use category).

## **Neighborhood Plans**

The third-level of Scottsdale planning, Neighborhood Planning, complements the General and Character Area Plans. Neighborhood Plans are action-oriented and serve as tools to maintain and enhance the vitality of neighborhoods. Adopted Neighborhood Plans are illustrated in the Neighborhood Preservation & Revitalization Element.

### **Action Steps:**

- Develop a Neighborhood Planning Program.

## **Master/Strategic Plans**

Master and strategic plans are detailed plans for specific functions of the city. These plans typically include specific project recommendations, cost analyses, and other provisions and are updated on a 2-5 year basis. While the General Plan provides broad goals and community direction, master plans provide the methods and means for realizing them. Examples of master plans include, but are not limited to, the Transportation Action Plan, Fire/EMS Strategic and Standards of Coverage Plans, Integrated Water Resources Master Plan, Community Services Master Plan, Police Department Strategic Plan, Tourism and Marketing Strategic Plan, Public Art Master Plan, Economic Development Strategic Plan, Airport Master Plan, Sustainability Plan, Heat Mitigation Plan, and Stormwater Master Plan. These plans are distinguished from master development plans for specific development projects, which are governed by the Zoning Ordinance.

### **Action Steps:**

- Examine, and update if necessary, all adopted master/strategic plans, and create new master/strategic plans when appropriate, upon ratification of the General Plan.



### **Design Guidelines and Standards**

Design guidelines and standards provide the framework for evaluating proposals on the basis of design, architecture, context, compatibility, landscaping, and other factors. Scottsdale's design guidelines include, but are not limited to, the Design Standards and Policies Manual (DS&PM), Scenic Corridor Design Guidelines, Lighting Design Guidelines, Sensitive Design Principles, Green Building Program, Downtown Urban Design and Architectural Guidelines, and Commercial Retail Design Guidelines.

#### **Action Steps:**

- Evaluate existing design guidelines and standards for consistency with the General Plan, and update and/or create new guidelines as appropriate to meet the vision, values and goals of the community.

### **Capital Improvement Plan**

The Capital Improvement Plan (CIP) manages the timing and location of needed public improvements, such as flood control, water and sewer services, streetscape and traffic improvements, police and fire stations, and community facilities. The CIP sets priorities and funding for capital improvement projects annually.

#### **Action Steps:**

- Annually evaluate and update the CIP to include any needed public improvements as a result of the General Plan and subsequent Character Area, Neighborhood and/or master/strategic plans.

### **Aligning the General Plan and the City Budget**

The General Plan includes an ambitious list of implementation programs over a 20 year period. Given the limited resources of the city, it is not possible to simultaneously fund implementation of every goal and policy. Effective implementation will require prioritization of programs and projects prior to determining funding.

#### **Action Steps:**

- City Council prioritizes implementation funding through the annual adoption of the Capital Improvement Plan and the City Budget.

## 2) Funding Sources

Successful implementation of the General Plan may be realized through a variety of funding sources. The programming of city capital projects and their funding over time is outlined in the city's Capital Improvement Plan, which is updated annually. The following are examples of revenue sources used by or available to support development, maintenance and/or operation of city services and facilities:

- **City Budget:** Scottsdale is required by law to adopt a budget each year and cannot spend more than the total amount budgeted. The Mayor and City Council identify and fund a number of priorities annually.
- **Tax Revenue:** Scottsdale imposes three types of taxes—Transaction Privilege (Sales) Taxes & Use Taxes, Property Taxes, and Transient Occupancy (Bed) Taxes. Each of the allocations are distributed to various city services and projects, such as transportation, purchasing land for the Scottsdale McDowell Sonoran Preserve, public safety, and tourism development.
- **Municipal Bonds:** Bonds are essentially loans made to the city by people or organizations that purchase bonds in a public offering. Bond funding is used for city improvements. There are many types of bonds. For example, some fund street enhancements and others fund water and sewer improvements. Bonds must be repaid with a committed funding stream, such as property taxes, sales taxes, user fees, or other consistent revenue source that can be dedicated to repaying the debt.
- **Exactions:** In the land use and development context, exactions are dedications of land or interests in land or fee payments required by a governmental entity as a condition of development that are proportional to the development's anticipated impacts upon the public.
- **User Rates and Fees:** Users pay fees for a variety of city services including refuse collection, water and wastewater service, recreation services, and library services.
- **Special Districts:** Special Districts are designated areas within Scottsdale in which a service is provided that is not typically provided by the city, such as a particular infrastructure improvement. Special Districts may have the power to tax, issue municipal bonds, set fees, or obtain funds from local, State, or Federal appropriations.
- **Development Fees:** There are generally three types of development fees: 1) planning fees, which cover the administrative review costs of required planning documents; 2) building permit, plan check, and inspection fees, which cover review costs of building permits and other permit applications; and 3) capital facilities fees, which cover the up-front costs of providing public capital infrastructure.
- **County, State, and Federal Funding:** A variety of funding sources exist to assist municipalities in implementing the General Plan, such as allocated/shared tax funds, grants, tax credits, and loans.

### **3) Oversight and Coordination**

Scottsdale will take an active leadership role in promoting use and implementation of the General Plan. However, implementation cannot rest on the city alone. The private sector, non-profits, and community members are pivotal to successful implementation. It will take the concerted efforts of residents, businesses, and city boards and commissions, to name a few, to bring the General Plan from vision to reality.

#### **Intergovernmental Coordination**

Scottsdale must coordinate with numerous local, regional, State, and Federal agencies to implement the General Plan. These agencies provide services, facilities, and funding, and administer regulations that directly or indirectly affect many goals addressed in the General Plan. The following are agencies that play a role in implementing the General Plan, including but not limited to, adjacent municipalities, school districts, military facilities, Salt River Pima-Maricopa Indian Community (SRPMIC), Maricopa Association of Governments (MAG), Arizona Department of Transportation (ADOT), Arizona Department of Environmental Quality (ADEQ), Arizona Commerce Authority (ACA), Arizona Department of Water Resources (ADWR), Flood Control District of Maricopa County (FCDMC), Federal Emergency Management Agency (FEMA), Federal Aviation Administration (FAA), Arizona State Land Department (ASLD), and the Greater Phoenix Economic Council (GPEC).

#### **Joint Partnerships with the Private and Non-Profit Sectors**

Scottsdale can combine its efforts with private and non-profit sectors to improve public services, manage public sector assets, or leverage private sector investments. By expanding the role of the private sector, the city can use its technical, management, and financial resources in creative ways to achieve the goals and policies of the General Plan.

#### **City Boards and Commissions**

City of Scottsdale Boards, Commissions, and Task Forces are critical in implementing the General Plan. Thus, all members of a public body must be knowledgeable about the General Plan. The city will educate public bodies on the General Plan through a variety of methods, such as in orientation materials, presentations and discussions, and seeking input on future updates to the General Plan.

#### **Individual Residents, Businesses, Project Sponsors, and Community Groups**

The General Plan is a statement of community goals written by and for the community. Thousands of work hours over decades have resulted in the General Plan. To ensure that the community-at-large, businesses, and project applicants and sponsors are familiar with the content and community vision, the city will provide educational materials, presentations, community discussions, and other services that promote its implementation.

#### 4) Process and Programs

After ratification of the General Plan, the city will begin reviewing existing plans, documents, and regulations for consistency. For example, the city will review the Zoning Ordinance to see if any changes are needed to carry out the intent of the General Plan. These changes could encompass anything from definitions to development standards.

Per the Community Involvement Element and State and local laws, community input will be a part of these implementation programs. Not all goals and policies may be implemented at one time due to the long-term nature of the plan and budgeting/funding requirements.

The tables on the following pages delineate programs that implement the General Plan. It is assumed that all programs listed will be reviewed and updated to conform to applicable General Plan elements. Other programs may be created or updated that are not listed but are still intended to implement the General Plan over its 20 year lifespan. **Timeframes are general, expected timeframes. The City Council may choose to fund or not fund programs at any time.**



CHARACTER & CULTURE						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Airport Part 150 Program Implementation	C, CD, EV, LU, S				■	Airport
Arts & Cultural Ordinances Update	ACC, CD, GA, LU, T	■				Planning & Development
Arts/Cultural Strategic/Master Planning	ACC, EDU, EV, GA, HC, LU, T	■			■	Contracted Agency
Character Area Plans-Prioritize/Create New	CD, GA, LU, OS	■				Planning & Development
Character Area Plan Implementation	C, CD, EV, GA, LU, OS				■	Citywide
Crime Prevention through Environmental Design (CPTED) Program	ACC, CD, CONSV, CRR, EDU, H, LU, NPR, S				■	Police, Planning & Development
Design Guidelines (e.g., Sensitive Design Principles, Visually Significant Roadways, Gateways)	ACC, C, CD, CONSV, CRR, EP, GA, HC, LU, NPR, OS, PB				■	Planning & Development
Design Standards & Policies Manual Update	CD, OS, EP, CONSV, ACC, LU, H, NPR, EV, PB, HC, C				■	Planning & Development
Development Review Process Refinement	ACC, CD, CI, COD, CONSV, CRR, EP, EV, H, HC, LU, NPR, OS				■	Planning & Development
Historic & Archaeological Preservation Programs/Update	ACC, CD, CRR, EDU, EP, EV, GA, H, LU, NPR, OS, T	■			■	Planning & Development
Zoning & Related Code Updates (e.g., Land Division, Building Codes) (see Implementation Tools section for further detail)	ACC, CD, COD, CRR, EV, EP, GA, H, HC, LU, NPR, OS, S, T	■			■	Planning & Development

ELEMENT LEGEND
ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
CRR= Conservation, Rehabilitation, & Redevelopment
E= Energy
EDU= Education
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
OS= Open Space
PB= Public Buildings
PSF= Public Services & Facilities
R= Recreation
S= Safety
T= Tourism
WR= Water Resources

SUSTAINABILITY & ENVIRONMENT						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Assured Water Supply	EV, S, WR				■	Water Resources
Drought Management Plan Updates	WR, S		■			Water Resources
Energy Efficiency & Clean Fuel Updates	CD, CRR, E, EP, H, LU	■				Environmental Initiatives
Green Building Program/Energy & Building Code Review/Update	CD, CONSV, CRR, E, EP, GA, H, HC, NPR, PB				■	Environmental Initiatives
Heat Mitigation Plan	CD, CONSV, EP	■				Environmental Initiatives
Infrastructure Improvements Plan	COD, CONSV,CRR, EV, GA, OS, PSF	■				Water Resources
Integrated Water Resources Master Plan Update	COD, CONSV,CRR, EP, LU, WR	■				Water Resources
Scottsdale McDowell Sonoran Preserve Land Acquisition	ACC, EP, EV, LU, OS, R, T				■	Preservation
Scottsdale McDowell Sonoran Preserve Access Improvements	ACC, CONSV, HC, EP, EV, LU, NPR, OS, R, T				■	Community Services, Preservation
Native Plant Ordinance	CD, CONSV, EP, GA, H, HC, NPR, OS		■		■	Planning & Development
Net-Zero Energy Strategic Plan	CRR, E, EP,LU	■				Environmental Initiatives
Recycling/Solid Waste Programs Review/ Update	COD, CONSV, E, EP, PSF	■			■	Solid Waste
Stormwater Program & Master Plan Update	CRR, CONSV, EP, LU, OS, PSF, S		■		■	Stormwater
Sustainability/ Resiliency Plan	CD, CONSV, E, EP, EV, GA, H, HC, LU, OS, PB	■				Environmental Initiatives
Amend Code and Ordinances to align with Sustainability Plan	CD, CONSV, E, EP, EV, GA, H, HC, LU, OS, PB	■				Environmental Initiatives
Water Conservation Program	CONSV, EP				■	Water Resources
Water Quality Reporting	CI, CONSV, EP, WR				■	Water Resources

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COLLABORATION & ENGAGEMENT						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Community Survey	CI, HC, S				■	Administration
City Public Participation Manual	CI, HC	■			■	Administration
Community Outreach Programs	ACC, B, C, CD, CI, CONSV, CRR, E, EDU, EP, H, HC, NPR, OS, S				■	Citywide
Community Visioning	ACC, CD, CI, EDU, HC, T			■		Planning & Development
General Plan 5-year & Annual/Reports	CD, CI, EV, LU, T		■		■	Planning & Development
City Council Annual Priorities/ Organization Strategic Plan	All				■	Citywide
Public Involvement Plans for projects	ACC, C, CI, CRR, EP, H, HC, R				■	Private Sector
Public Notification Requirements Update	ACC, CI, CRR, H, HC, LU	■				Planning & Development, Neighborhood Services

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CONNECTIVITY						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Airport Master Plan Update	C, COD, EP, EV, LU, PB, PSF, S, T		■			Airport
Bicycle Program	B, C, CRR, EDU, EP, EV, GA, HC, LU, NPR, R, S, T				■	Transportation
Old Town Scottsdale Bicycle Master Plan	B, C, CRR, EP, EV, GA, H, HC, LU, NPR, PSF, T	■				Transportation
Transit Program	B, C, CRR, EP, EV, GA, H, HC, LU, NPR, PSF, T				■	Transportation
Transportation Action Plan Update	B, C, COD, CRR, EDU, EP, EV, GA, H, HC, LU, NPR, OS, PSF, S	■			■	Transportation

**COMMUNITY WELL-BEING**

Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
ADA Program	ACC, C, CD, CRR, EDU, H, HC, PB, PSF, R				■	Citywide
CDBG Strategic Action Plan	CRR, H, HC, LU, PSF, R				■	Human Services
Community Health Assessments	EP, H, HC, LU, NPR, PB, S		■			Healthcare Providers, Planning & Development, Neighborhood Services
Community Services Master Plan Review/Update	ACC, COD, EV, HC, LU, NPR, OS, R, PB, PSF		■			Community Services
Diversity and Inclusion Programs	ACC, CI, EDU, H, HC, PSF, R, T				■	Administration
Emergency Management Plan & Program	CD, EDU, HC, LU, NPR, S	■			■	Public Safety
Fair Housing Program	H, HC				■	Human Services
Fire Department Strategic and Standards of Coverage Plans	CONSV, COD, CRR, EV, HC, LU, NPR, PSF, S, T				■	Fire
Gardens, Farmers Markets Code Updates	HC, LU, NPR	■				Planning & Development, Neighborhood Services
Hazardous Materials Compliance Program & Planning	CONSV, EP, PSF, S				■	Environmental Initiatives
Housing/Human Services Programs and Consolidated Plan Update	ACC, COD, CRR, EV, H, HC, NPR, PSF, R	■	■	■	■	Human Services
Housing Rehabilitation Programs Review	CRR, H, HC, NPR				■	Human Services
Parks & Recreation Master Plan Review/Update	ACC, B, C, COD, EDU, EP, EV, GA, LU, OS, NPR, PSF, R, T		■			Parks & Recreation
Police Department Strategic Plan	B, CI, COD, EDU, EV, HC, LU, NPR, PSF, S, T				■	Police
Residential Healthcare Facility/Adult Care Home Codes/Policies Update	LU, EV, H, HC	■		■		Planning & Development, Human Services
School District & Regional Safety Coordination	B, C, EDU, HC, NPR, S				■	Public Safety
Senior Services Programs	ACC, EDU, H, HC, R				■	Community Services
Strategy for Preservation & Creation of High-Quality, Safe, and Affordable Housing	ACC, CRR, H, HC, LU		■			Human Services
Trails Master Plan Review/Update	B, C, EP, EV, GA, HC, LU, NPR, OS, R, T	■				Community Services

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PSF= Public Services & Facilities
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S= Safety
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WR= Water Resources



REVITALIZATION						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Asset Management Programs	ACC, CD, CRR, E, EV, GA, NPR, PB, R				■	Public Works, Water Resources
Capital Improvement Plan/Program	ACC, C, COD, CRR, EV, HC, LU, NPR, OS, PB, PSF, R, S, T				■	Public Works
City Facilities Master Plan	ACC, HC, PB, EV, R, C, PSF, CRR, COD, E		■			Public Works
Community-Building & Neighborhood Organization Programs	ACC, CRR, EDU, H, HC, NPR, PSF				■	Neighborhood Services
Community Policing Programs/Update	CI, HC, NPR, S		■		■	Neighborhood Services, Public Safety
Development & Demographic Forecasting/Analysis	ACC, C, CD, CI, COD, CRR, EV, GA, H, HC, LU, OS, PSF, R, T		■		■	Planning & Development
Fiscal Sustainability Analysis	ACC, CI, COD, CRR, EV, GA, LU, OS, PSF, R, T				■	Economic Development, Planning & Development
Impact & Development Fees Update	COD, H, NPR, OS, R				■	Planning & Development, Water Resources, City Treasurer's Office
Library Programs	ACC, COD, EDU, GA, HC, PSF, R, T				■	Library
Neighborhood Planning Program	ACC, H, HC, LU, NPR			■		Neighborhood Services, Planning & Development
Neighborhood Preservation & Conservation Programs Development/Update	ACC, CD, CI, CRR, EV, GA, H, HC, LU, NPR, OS	■			■	Planning & Development, Neighborhood Services
Property Maintenance Code/Code Enforcement Program Review/Update	CD, CRR, EP, H, NPR, S		■		■	Neighborhood Services

ELEMENT LEGEND
ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
CRR= Conservation, Rehabilitation, & Redevelopment
E= Energy
EDU= Education
EP= Environmental Planning
EV= Economic Vitality
GA= Growth Areas
H= Housing
HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
OS= Open Space
PB= Public Buildings
PSF= Public Services & Facilities
R= Recreation
S= Safety
T= Tourism
WR= Water Resources

INNOVATION & PROSPERITY						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
After-School Program	ACC, EDU, HC, PSF, R				■	Community Services, Parks & Recreation
Business Attraction/ Retention Programs	ACC, C, CRR, EV, HC, LU, NPR				■	Economic Development
Competitive Position Analysis	ACC, EV, HC, LU, T	■				Economic Development
Economic Development Strategic Plan Update	ACC, CRR, EV, GA, H, HC, LU, NPR	■	■	■		Economic Development
High Performance and Innovation Initiative	All	■			■	City Manager's Office
Lifelong Learning Programs	ACC, CI, EDU, HC, PSF, R				■	Community Services, Human Services, Library, Parks & Recreation
Lodging and Visitor Statistics Studies	ACC, EV, HC, T				■	Tourism
School Readiness and Literacy Program	EDU, HC, PSF, R				■	Community Services, Human Services, Library
Smart Cities Strategic Roadmap	All	■	■	■	■	City Manager's Office
Tourism & Marketing Strategic Plan & Implementation	ACC, EV, HC, LU, OS, T		■		■	Tourism
Citywide Volunteer Program	ACC, CI, EDU, HC, PSF, R				■	Community Services, Neighborhood Services, Library, Parks & Recreation

ELEMENT LEGEND
ACC= Arts, Culture & Creative Community
All- All Elements/ Entire General Plan
B= Bicycling
C= Circulation
CD= Character & Design
CI= Community Involvement
COD= Cost of Development
CONSV= Conservation
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HC= Healthy Community
LU= Land Use
NPR= Neighborhood Preservation & Revitalization
OS= Open Space
PB= Public Buildings
PSF= Public Services & Facilities
R= Recreation
S= Safety
T= Tourism
WR= Water Resources

## 5) Measuring Progress

A community's ability to prepare and respond to change is an indication of its resiliency and sustainability. A regular system of review, monitoring, and adjustment will measure progress towards achieving the General Plan's short- (1-5 years), mid- (5-10 years), and long-term (10-20 years) goals and policies, and ensure that the General Plan responds to emerging trends, issues and opportunities.

### General Plan Update

The General Plan is in effect for up to 10 years from the date the plan is ratified. Arizona law requires that at the end of the 10 year period, the City Council will either readopt the existing General Plan or adopt a new General Plan.

### General Plan Progress Reporting

#### **Annual Assessment Report ‡**

As required per State Statute, an Annual Assessment Report will be compiled and provided to City Council. The report will assess the progress of the city in achieving the vision, values, goals, and policies of the General Plan. At a minimum, the Annual Assessment Report will include the following:

- Information collected at meetings with relevant city departments, public bodies, and community members that represents how the General Plan has been implemented;
- An annual listing and description of any major and minor General Plan amendments;
- Progress on the implementation of each Chapter;
- An analysis and recommendation of modifications needed to clarify or update the General Plan;
- A presentation of the Annual Assessment Report to the Planning Commission; and
- Distribution of the Annual Assessment Report to City Council.

#### **Five-Year Assessment Report**

Completion of a comprehensive 5-year General Plan assessment report is recommended. This report should analyze community trends - land use changes, demographics, socio-economic projections, and other emerging issues and opportunities - so as to recommend adjustments that may be necessary to include in the State-mandated, 10-year General Plan update process.

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# SECTION 3 - APPENDIX





## Appendix Contents

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# 1. ABBREVIATIONS

<b>ACA</b>	Arizona Commerce Authority	<b>GA</b>	Growth Areas Element
<b>ACC</b>	Arts, Culture & Creative Community Element	<b>GP</b>	General Plan
<b>ADA</b>	Americans with Disabilities Act	<b>GPEC</b>	Greater Phoenix Economic Council
<b>ADEQ</b>	Arizona Department of Environmental Quality	<b>H</b>	Housing Element
<b>ADOT</b>	Arizona Department of Transportation	<b>HB</b>	House Bill (State of Arizona)
<b>ADWR</b>	Arizona Department of Water Resources	<b>HC</b>	Healthy Community Element
<b>ARS</b>	Arizona Revised Statutes	<b>HOA</b>	Home Owners Association
<b>ASLD</b>	Arizona State Land Department	<b>HUD</b>	US Department of Housing and Urban Development
<b>ASU</b>	Arizona State University	<b>ID</b>	Improvement District
<b>B</b>	Bicycling Element	<b>II</b>	Infill Incentive District
<b>C</b>	Circulation Element	<b>kV</b>	Kilo Volt
<b>CAP</b>	Central Arizona Project / Character Area Plan	<b>LEED</b>	Leadership in Energy & Environmental Design
<b>CBD</b>	Central Business District	<b>LU</b>	Land Use Element
<b>CC&amp;Rs</b>	Codes, Covenants, & Restrictions	<b>MAG</b>	Maricopa Association of Governments
<b>CD</b>	Character & Design Element	<b>NAOS</b>	Natural Area Open Space
<b>CDBG</b>	Community Development Block Grant	<b>NPDES</b>	National Pollution Discharge Elimination System
<b>CI</b>	Community Involvement Element	<b>NPR</b>	Neighborhood Preservation & Revitalization Element
<b>CIP</b>	Capital Improvement Plan/Program	<b>OS</b>	Open Space Element
<b>CFD</b>	Community Facilities District	<b>PB</b>	Public Buildings Element
<b>COD</b>	Cost of Development Element	<b>POA</b>	Property Owners Association
<b>CONSV</b>	Conservation Element	<b>PSF</b>	Public Services & Facilities Element
<b>CPTED</b>	Crime Prevention through Environmental Design	<b>R</b>	Recreation Element
<b>CRR</b>	Conservation, Rehabilitation, & Redevelopment Element	<b>RPZ</b>	Runway Protection Zone
<b>DNL</b>	Day/Night Average Sound Level	<b>RSB</b>	Recommended Study Boundary (of the Scottsdale McDowell Sonoran Preserve)
<b>DS&amp;PM</b>	Design Standards and Policies Manual	<b>S</b>	Safety Element
<b>DU</b>	Dwelling Unit	<b>SB</b>	Senate Bill (State of Arizona)
<b>E</b>	Energy Element	<b>SCC</b>	Scottsdale Community College / Scottsdale Cultural Council
<b>EP</b>	Environmental Planning Element	<b>SRPMIC</b>	Salt River Pima-Maricopa Indian Community
<b>EPA</b>	US Environmental Protection Agency	<b>SRP</b>	Salt River Project
<b>ESL</b>	Environmentally Sensitive Lands	<b>S.T.E.P.</b>	Scottsdale Town Enrichment Program
<b>ESLO</b>	Environmentally Sensitive Lands Ordinance	<b>SUSD</b>	Scottsdale Unified School District
<b>EV</b>	Economic Vitality Element	<b>T</b>	Tourism Element
<b>FAA</b>	Federal Aviation Administration	<b>TPC</b>	Tournament Players Club
<b>FAR</b>	Floor Area Ratio	<b>WR</b>	Water Resources Element
<b>FEMA</b>	Federal Emergency Management Agency		
<b>FHA</b>	Federal Housing Administration		
<b>FCDMC</b>	Flood Control District of Maricopa County		



## 2. GLOSSARY

‡ - This symbol in the General Plan indicates that a goal, policy, map, or sentence meets a State requirement for General Plans under Arizona Revised Statutes 9-461.05

### A

**Abatement (Noise)** - The method of reducing the degree and intensity of noise. For Scottsdale Airport, noise abatement is addressed through a series of recommended procedures for flight operations and voluntary pilot compliance. Scottsdale operates in compliance with FAA standards for noise awareness and mitigation.

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

**Active Recreation** - Leisure activities that use organized play areas including, playing fields, swimming pools, and basketball courts.

**Activity Areas** - Areas where development is concentrated, but to a lesser degree than Growth Areas.

**Adaptive Reuse** - Developing a new use for an older building or for a building originally designed for a special or specific purpose.

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

**Affordability, Affordable (Housing)** - Housing that can be rented or purchased by a household with entry-level or “workforce” income, or spending no more than 30% of annual household income on housing expenses.

**Aggregate(s)** - Cinder, crushed rock or stone, decomposed granite, gravel, pumice, pumicite, and sand, which are typically mined from riverbeds and drainage areas.

**Aging-in-Place** - The idea that people will remain in the community through all life stages, either in their family homes, in homes to which they have moved in middle or later life, or in a supported accommodation of some type, such as an assisted-living facility.

**Airport Influence Area** - An area surrounding the Scottsdale Airport, as determined in the Airport Part 150 Noise Compatibility Study, to which the Part 150’s Land Use Management Element applies.

**Airport Part 150 Noise Compatibility Program (Part 150)** - A voluntary noise compatibility study established by the FAA, which develops and recommends actions that an airport, municipalities, airlines, and the FAA could take to help reduce aircraft noise.

**Alley** - A narrow service way with public access, but not intended for general traffic. Alleys are typically found in areas of the city that are south of Indian Bend Road, located along rear property lines, and are often used for utility access, service and circulation, solid waste collection, and maintenance.

**Alternative Energy or Fuel** - Energy sources that do not rely on fossil fuels, such as, sunlight and wind.

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

**Americans with Disabilities Act (ADA)** - 1990 Federal legislation specifying provisions for design or redesign of buildings, parking, and outdoor areas to remove barriers for persons with disabilities and guaranteeing equal access opportunity to public accommodations, transportation, and government services.

**Annexation** - The incorporation of land area into an existing community with a resulting change in the boundaries of that community. Annexation may include newly incorporated land from county lands or land transferred from one municipality to another.

**Archaeological Resource** - Any material remains of past life that are at least fifty years old and of historic or pre-historic significance.

**Archaeological Site** - A concentration of archaeological resources in a specific location.

**Architectural Style** - A classification system for building design primarily organized and defined chronologically based on the occurrence or presence of a defining feature, a reflection of changing trends, and emergence of new ideas, technology, or materials that make new styles possible. Some examples of styles familiar to Scottsdale include mid-century modern, ranch style, Spanish colonial, and mission revival.

**Arterial Street** - A road with partial control of access, intended to move high volumes of traffic over longer distances and at higher speeds than secondary roads. (See also: Major Street)

**Arts** - The expression or application of human creative skill which may include visual arts in the form of artworks, crafts, photography, film/audio-visual, fashion, lightscapes, gallery exhibitions, and architecture; performing arts such as drama, music, and dance; literary art through books, poetry, and libraries; culinary art; and ideas/products of imagination.

**Assemblage; Land, Property, or Parcel**

- The merging of separate, adjacent parcels under one ownership to create larger-scale developments. This technique is sometimes used to prevent decline and/or repurpose underused properties as a part of revitalization or redevelopment efforts. (See also: Neighborhood Assemblage).

**Assisted-Living Facility** - A health care facility, other than a hospital or in-patient nursing care facility, that provides residential units, supervisory care services, personal care services, directed care services, or health-related services for persons who do not need inpatient nursing care. Services in these facilities may include help with daily life activities, such as dressing and bathing.

**Assured Water Supply** - A program by the Arizona Department of Water Resources designed to sustain the State's economic health by preserving groundwater resources and promoting long-term water supply planning. To obtain a designation of assured water supply, an organization must prove it has legal, physical, and continuous availability of a 100-year water supply. The City of Scottsdale is a designated provider.

**B**

**Bicycle Boulevards** - Streets with low motorized traffic volumes and speeds, designated and designed to give bicycle travel priority. Bicycle Boulevards can use signs, pavement markings, and speed and volume management measures to discourage through trips by motor vehicles and create safe, convenient bicycle crossings of busy arterial streets.

**Bicycle Lane** - A section of a road that is marked for exclusive bicycle use.

**Bike Route** - May include shared streets, bike lanes, or shared-use paths, in any combination for bicycle circulation.

**Bikeway** - A corridor designated for bicyclists that is not part of a vehicular road or bike route, such as bicycle paths.

**Biodiversity** - The variety of plant and animal life in a particular habitat or in the world as a whole.

**Blight** - The visible and physical decline of a property or neighborhood due to any of the following: defective/inadequate street layout; faulty lot layout; unsanitary/unsafe conditions; deterioration of site/infrastructure; tax delinquency exceeding fair value of land; defective title conditions; improper/obsolete platting; and/or conditions that endanger life or property.

**Boulder** - Exposed bedrock or bedrock cluster produced by weathering.

**Buffer** - An area of land separating two distinct land uses that acts to soften or prevent the negative effects of one land use on the other. Often the buffered area is open space, landscaped areas, fences, walls, berms, or any combination of these things. A buffer may also be a transitional land use designation between two other land uses, for example, a suburban land use that buffers a rural land use from a commercial land use.

**Buffered Bicycle Lane** - Conventional bicycle lanes paired with a designated buffer space separating the bicycle lane from the adjacent motor vehicle travel lane and/or parking lane.

**Buffered Roadway** - A road that has been designated in the General Plan to have a buffered setback (of a lesser extent than a Scenic Corridor) to reduce impacts a major street may have on neighboring parcels and to provide a unique image and visual aesthetic for certain streets. Refer to the Open Space Element for Visually Significant Roadway designation definitions.

**Building Envelope** - The outer shell of a building, typically the roof, above-grade walls, and below-grade walls. Also called building enclosure.

**Building Height** - Typically, the vertical distance from the lowest point of the structure to the highest point of the roof as measured according to Scottsdale's Zoning Ordinance.

**Build-out** - The point when land eligible for development under the General Plan has been developed to its maximum allowed level. Build-out does not preclude revitalization, infill, or redevelopment efforts.

**Built Environment** - Human-made elements including, buildings, structures, roads, canals, paths, and trails, that together create the physical character of an area or community.

**Business Attraction** - City programs aimed at attracting new businesses or industries to the community.

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

## C

**Capital Improvement** - Any building or infrastructure project that will be owned by a governmental unit financed, purchased, or built with direct appropriations or backed with public bonds. A project may include construction, installation, project management, or supervision; project planning, engineering, or design; and the purchase of land or interests in land. Some common examples include, streets, public libraries, water and sewer lines, and park and recreation facilities.

**Capital Improvements Plan or Program (CIP)** - A plan for the purchase, installation, design, and construction of capital improvements that includes a prioritized listing of projects, their timing, phasing, and related costs.

**Carpooling** - Two to four persons commuting in a motor vehicle to or from a destination in a privately owned vehicle. (See Also: Trip Reduction)

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

**Central Business District (CBD)** - A single, contiguous geographic area that may be designated by the City Council if it meets the following State requirements: 1) located within a slum or blighted area; and 2) geographically compact and no larger than five (5) percent of the total land area of the city, or 640 acres. The State allows the city to abate tax for government property improvements within the Central Business District for a limited period of time. Per State Statute requirements, to use some tax abatement tools associated with formal Redevelopment Authority, a single, Central Business District must be designated within city corporate boundaries.

**Character** - Unique features, qualities, and attributes that identify a place. Urban design is concerned with the use of character to distinguish place or relate places to one another.

**Character Area Plan (CAP)** - The second level of Scottsdale's three-level General Plan structure that guides more detailed planning, land use, and character for a defined sub-area of the city.

**Character Type** - A designation in the Character & Design Element that describes the general pattern, form, and intensity of development. See Character & Design Element for descriptions of each Character Type in Scottsdale.

**Circular Economy** - In the linear economic model, products are made, used and disposed of in the landfill. The circular economy is an alternative model of production and consumption in which resources are kept in use for as long as possible to extract maximum value, then recovered to regenerate new materials. This is achieved through intentional design of products and systems and by employing reuse, leasing, sharing, repair, refurbishment, remanufacturing and recycling. The circular economy minimizes waste, pollution and carbon emissions and conserves energy, water and other resources.

**Citizen, Community, or Public Participation, Community Involvement, Public Outreach** - An open process in which the rights of the community and its citizens to be informed, be involved, comment, and receive response from city government are met through a wide range of methods and opportunities. (See also: Civil Dialogue)

**Citizen Survey** - A National Citizens Survey conducted by randomly selecting residents to measure their views on city programs and services. Typically utilized in prioritizing programs and services citywide.

**City Charter** - The document that outlines the city government's structure, processes, powers, and limitations.

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

**CityShape 2020** - A public education and outreach process conducted between 1994 and 1996, which involved a comprehensive review and update of Scottsdale's General Plan as an expression of Scottsdale's Shared Vision. The process established the three-tiered General Plan structure and Six Guiding Principles for use in making decisions on planning-related issues.

**Civil Dialogue** - Discussion between parties to enhance understanding; advance the public's interests; further individual dignity; and improve society. Civil dialogue is generally robust, honest, frank, and constructive dialogue. It includes a willingness to explain respectfully the reasons behind one's opinions and to listen and understand the opposing side's reasons. Civil dialogue provides a safe environment for different points of view to be expressed and evaluated. (See also: Citizen or Public Participation)

**Clustering** - Essentially any development approach that locates buildings in limited areas on a site and results in a more compact arrangement of buildings on a property. This allows the remaining land to be used for open space and creates larger blocks of connected open space instead of smaller, individual areas.

**Cogeneration** - Also called Combined Heat and Power (CHP), the simultaneous production of electricity and heat from a single fuel source, such as natural gas, biomass, coal, waste heat, or oil. Cogeneration provides onsite generation of electrical or mechanical power; waste-heat recovery for heating, cooling, or process applications; and seamless integration for a variety of technologies, applications, and fuel types.

**Collector Street** - A secondary street used to connect local traffic to major streets.

**Community Center** - A facility that provides public services for residents, including recreational and cultural services, and services for youth or seniors.

**Community Development Block Grant (CDBG)** - Grant program administered by the US Department of Housing and Urban Development (HUD). Grants must primarily be used to help low-income households with emphasis on housing and public improvement projects.

**Community Facilities District (CFD)** - A special taxing district used for financing the installation, operations, and maintenance of public facilities through the sale of General Obligation and other government-backed bonds. CFDs are used by developers of both residential and commercial projects for costly infrastructure improvements and also used for community-initiated programs. The bonds associated with a CFD become the responsibility of the property owners who benefit from the infrastructure improvements.

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

**Community Park** - Park located in a centralized area in relation to a group of neighborhoods or major parts of the city. Community parks accommodate large groups; generally feature a community center and lighted recreational amenities; are often located next to elementary, middle or high schools; and are accessed mainly by automobiles and bicycles.

**Community Policing** - A public safety strategy that focuses on local law enforcement building ties and working closely with members of a community or neighborhood. Community policing promotes partnerships and neighborhood problem-solving techniques to proactively address the immediate conditions that cause crime, social disorder, and fear of crime.

**Community Rating System** - The Federal Emergency Management Agency's (FEMA) system for recognizing and encouraging community floodplain management beyond the minimum National Flood Insurance Program (NFIP) standards.

**Compact Development** - Development designed to use less land than conventional development.

**Conservation** - (1) The controlled use and systematic protection of a resource, including environmental or cultural resources; or (2) To use something sparingly so as not to exhaust supplies. (See also: Preserve, Preservation, Water Conservation and Conservation, Neighborhood)

**Conservation, Neighborhood** - A process that seeks to maintain significant character-defining features of a neighborhood, such as lot size, lot coverage, building height, and streetscapes. (See also: Conservation and Historic Preservation)

**Context** - The relationship between a location and its surrounding natural, planned, permitted, and/or built environment; the whole environment relevant to a particular building or place; the interrelated conditions in which something exists or occurs.

**Continuous Open Space** - A system of linked, interconnected open spaces, including washes (inclusive of Vista Corridors), streetscapes, trails, and canals.

**Conveyance (Water)** - The distribution of water using natural and constructed systems, such as pipelines, pumps, and canals.

**Corridor** - A linear pattern of similar land uses (e.g. commercial or open space corridor); a major transportation route, including freeways, expressways, arterials, or transit lines; or any major utility route, such as transmission lines or canals. (See also: Vista Corridor, Scenic Corridor, and Wildlife Corridor)

**Creative Placemaking** - Strategically shaping the physical and social character of a neighborhood, area, city, or region around arts and cultural activities through public, private, not-for-profit, and community partnerships. (See also: Placemaking)

**Creative Workforce** - Employees or workers with expertise or occupations involving a high level of creative thinking, including developing, designing, or creating new applications, ideas, relationships, systems or products, and artistic contributions.

**Crime Prevention Through Environmental Design (CPTED)** - A multi-disciplinary approach to deterring criminal behavior through design of the built environment.

**Cultural Resource(s)** - Any building site, district, structure, or object significant in history, architecture, archaeology, culture, or science. This can extend to include the community's heritage and way of life. (See also: Archaeological Resource and Historic Site or Resource)

## D

**Density** - Usually used to describe the number of housing units per acre of land in residential districts. Also used to generally describe the concentration of buildings within an area of land. (See also: Intensity)

**Desert Scenic Roadway** - A road designated in the General Plan to have an open space buffer (of a lesser extent than a Scenic Corridor or Buffered Roadway) to maintain and enhance open space along roads in Environmentally Sensitive Lands. Refer to the Open Space Element for Visually Significant Roadway designation definitions.

**Design Guidelines** - Non-mandatory provisions that steer the design of buildings and are used by staff, the city's boards and commissions, and City Council for evaluating projects. Design guidelines are usually applied in a particular area or to a particular use to protect investment or establish a unifying look for an area. Typical guidelines might focus on building orientation, architectural details, and streetscape considerations.

**Developed Open Space** - Generally landscape areas, turf areas, parks, golf courses, and other outdoor recreational facilities intended for both passive and active recreation. Refer to the Land Use Element for the Developed Open Space Land Use Category definition and the Open Space Element for the primary open space type definitions.

**Developer** - A property owner, partnership, company, or corporation which owns or has authorization to develop or redevelop a property.

**Development** - The physical extension or construction of land uses. Development includes subdivision of land; construction or alteration of structures, roads, utilities, and other facilities; installation of water and sewer systems; grading; deposit of refuse, debris, or fill; and clearing of vegetative cover.

**Development Fee** - One-time capital charges, typically to developers, to fund the construction of public facilities needed to accommodate new development. Arizona State law requires all municipal fee structures to be based on adopted Land Use Assumptions and Infrastructure Improvements Plan Reports, which describe existing infrastructure, available capacity, planning, and cost estimates for new infrastructure required to serve development. Sometimes called an Impact Fee.

**Development Project, Project** - Any development resulting from the approval of a building permit, lot split, preliminary or final plat, rezoning application, grading permit, public or private infrastructure, variance requests, development review, master plans, native plant removal, relocation or re-vegetation, or use permit.

**Development Regulations** - Scottsdale's Zoning Ordinance, Land Division Ordinance, and other regulations, that regulate particular development factors, including the type of land use, densities, height and bulk, landscaping, parking requirements, some elements of design, and standards for street layout and design. (See also: Zoning)

**Development Review** - A process involving the review of all aspects of a proposed development, including the site plan, the relationship of development to the surrounding area, and carrying out character and design related goals and policies of the General Plan. The Scottsdale Development Review Board oversees the development review process.

**Development Review Board** - A decision-making citizen board, consisting of a City Council member, a Planning Commissioner, and five (5) appointed professional members. The Development Review Board reviews all aspects of the proposed design of a development including, but not limited to, site planning and the relationship of the development to the surrounding environment and the community.

**Development Site, Site** - A specific area of a development project proposed for a zone, use, or density.

**Distributed Generation** - Using small sources of electrical power, such as solar, micro-turbines, fuel cells, or other generating devices, at designated sites to meet individual customer energy load. These sources (i.e. generators) are sized to match a specific load, such as a house, industry, or community.

**Downtown Core** - As identified, described, and defined by specific boundary in the Council-adopted Old Town Scottsdale Character Area Plan, the Downtown Core generally includes those portions of Old Town Scottsdale identified as Historic Old Town, portions of the Scottsdale Arts District along Main Street and north of Indian School Road, Marshall Way north of Main Street to Fifth Avenue, and portions of the Fifth Avenue District [Cross-reference Page 13 of the Old Town Scottsdale Character Area Plan for the specific, adopted, Downtown Core boundary]. In contrast to the majority of the area, the Downtown Core is comprised of the lowest intensity of development in all of Old Town.

**Drainage** - Surface water runoff or the removal of surface water or groundwater from land by drains, grading, or other means, which includes runoff controls to minimize erosion and sedimentation during and after construction or development. (See also: Stormwater, Stormwater Runoff)

**Drought** - Three or more consecutive years of less-than-average rainfall.

**Drought Management Plan** - The City of Scottsdale Water Resources Department management program of responses to drought and/or shortage conditions.

**Dwelling** - Any building, or part of a building used for residential purposes; includes live/work and mixed-use buildings.

**Dwelling Unit (DU)** - A house or apartment that is a separate and independent unit, occupied or intended for occupancy by one household.



## E

**Early Notification** - A procedure to allow neighborhood associations, business groups, and affected residents to review project applications before they are scheduled for public hearings.

**Easement** - The right to use property owned by another for designated purposes, such as access to another piece of property, conveyance of stormwater, or transmission of utilities.

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

**Ecosystem** - Living and non-living elements that interact to form a complete environmental unit.

**Effluent** - Wastewater, treated or untreated, that flows out of a treatment plant, sewer, or industrial outfall. (See also: Wastewater)

**Element (General Plan)** - A piece of the General Plan focused on a specific topic, such as open space or land use. State law requires the General Plan to include seventeen (17) elements, and allows for other elements to be identified by the community. Scottsdale's General Plan includes twenty-four (24) elements organized into seven (7) chapters.

**Employment Center, or Core** - Generally, a relatively large area of the city dominated by office, high-technology, light industrial, and other job-generating land uses. Refer to the Land Use Element for the Employment Land Use Category definition.

**Endangered Species** - As designated by the Federal Government, a species of animal or plant with prospects for survival and reproduction in immediate jeopardy.

**Entry-Level Household** - A person or family that can afford to purchase a home for the first time.

**Environmental Protection Agency (EPA)** - Federal agency charged with protecting the environment.

**Environmentally Sensitive Lands (ESL)** - Land in Scottsdale with unique and sensitive natural features, including mountains and hills, large rock formations, native landscapes, archeological and historical sites, significant washes, Scenic Corridors, wildlife habitats, and land with special hazards.

**Environmentally Sensitive Lands Ordinance (ESLO)** - A set of zoning regulations originally adopted by the City of Scottsdale in 1991 (and subsequently revised) to guide future development in the desert and mountain areas of Scottsdale. The Ordinance includes standards to ensure that new construction will be compatible with the natural beauty of the area.

**Equestrian** - Relating to horses, horseback riding, or people who ride horses.

## F

**Fair Housing** - The right to choose housing free from unlawful discrimination.

**Federal Emergency Management Agency (FEMA)** - A federal agency responsible for coordination of disaster preparedness, response and recovery efforts, as well as, the National Flood Insurance Program (NFIP) and flood hazard mapping.

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

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

**Floodplain(s), 100-year** - Land predicted to flood during a 100-year storm, which has a 1% chance of occurring in any given year.

**Floor Area Ratio (FAR)** - A measure of development intensity, typically described in the Zoning Ordinance, that is expressed by the ratio of gross building floor area to net lot area of a site.

**Fossil Fuels** - Buried, combustible geologic deposits of organic materials, formed from decayed plants and animals, that have been converted to crude oil, coal, natural gas, or heavy oils by exposure to heat and pressure in the earth's crust over millions of years. Fossil fuels are generally considered "non-renewable" energy sources.

**Freeway** - Major road with controlled access devoted exclusively to traffic movement, mainly of a through or regional nature. Local examples include the Pima Freeway (SR 101) and the Red Mountain Freeway (SR 202).

**Frontage** - The part of a lot that touches a road, street, or watercourse. It is often described by a measure of distance or length in linear feet such as "60 feet of frontage."

## G

**Gateway** - A point along a street where a motorist or pedestrian gains a sense of arrival into the city or a particular area, typically through signs, monuments, landscaping, change in development character, or a natural feature.

**General Plan [Arizona Revised Statutes]** - A municipal statement of land development policies, that may include maps, charts, graphs and text that set forth objectives, principles and standards for local growth and redevelopment enacted under the provisions of Article ARS 9-461, as amended.

**General Plan** - The Scottsdale General Plan is a comprehensive, long-range plan consisting of community goals and policies setting forth objectives, principles and standards for the state mandated elements of land use, circulation, open space, growth areas, environmental planning, cost of development, water resources, conservation (natural resources), recreation, public services and facilities, public buildings, housing, conservation, rehabilitation and redevelopment, safety, bicycling, energy, and neighborhood preservation and revitalization. In addition, the Scottsdale General Plan includes community-created elements for economic vitality, character and design, community involvement, arts and culture, tourism, and a healthy community.

**General Plan Amendment** - A formal City Council change to the text or maps of the General Plan. Per State Statute, a change to the General Plan is considered a Major Amendment if it is "a substantial alteration of the municipality's land use mixture or balance as established in the Land Use Element." All amendments must meet certain requirements in the Land Use Element.

**Geologic Hazard** - Any public safety hazard associated with geologic forces, including landslides, mudslides, rock slides, erosion, and sedimentation.

**Golden Rule City** - A commitment by the City of Scottsdale to “do unto others as you would have them do unto you” in every aspect of how the city conducts business and relates to its citizens.

**Grade Separation** - Crossing facilities, including overpasses, underpasses, skywalks, or tunnels, that allow pedestrians and motor vehicles to cross a street at different elevations.

**Green Building** - The practice of increasing the efficiency of building resource use, including energy, water, and materials, while also reducing negative effects on human health and the environment during the building’s lifecycle through site layout, building design, construction, operation, maintenance, and removal.

**Green Building Program** - The Green Building Program is a voluntary building initiative for the development community including homeowners and building users in Scottsdale that are interested in living, working, worshipping, socializing, and entertaining in environmentally compatible, healthy buildings. The program encourages environmentally responsible building techniques, materials, and processes.

**Groundwater** - Water under the earth’s surface, often confined to aquifers, capable of supplying wells and springs.

**Growing Smarter Act** - 1998 State legislation governing long-range planning activities in Arizona cities and towns focused on a community’s General Plan. This legislation discusses the content, organization, amendment procedures, public involvement, notification requirements, 10-year update or re-adoption, and other procedural and material requirements.

**Growing Smarter Plus ACT** - 2000 State legislation that amended the original 1998 Growing Smarter Act. Growing Smarter Plus redefined major amendments to the General Plan and required that General Plan adoptions be ratified by a public vote after City Council approval.

**Growth Areas** - Areas of the community that best accommodate future growth allowing increased focus on creating or enhancing transportation systems and infrastructure coordinated with development activity.

## H

**Habitat** - The physical location or type of environment in which an organism or biological population lives or occurs.

**Hazardous Material or Waste** - 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** - The phenomenon involving elevated temperatures in urban/suburban areas as compared with outlying rural/undeveloped surroundings. Heat islands are generally caused by reduced vegetation, solar heat absorption, material heat capacity, use of energy, and building spacing.

**High-Capacity Transit** - Any transit technology that operates or functions to move a large number of passengers.

**High-Density** - A relative term, which may vary depending on the surrounding context, usually used to describe development dominated by multi-family housing, or areas generally more than eight and up to twenty-five dwelling units to an acre of land.

**Highest-Density** - A relative term, which may vary depending on the surrounding context, usually used to describe development dominated by multi-family housing, or mixed-use development in areas generally more than twenty-five dwelling units to an acre of land.

**Historic Preservation** - Private or public identification and protection of physical resources in the built environment of local, State, or national significance. The term can also refer to the process of maintaining resources as they were originally designed and built and preventing more deterioration.

**Historic Register, Scottsdale** - 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 Scottsdale Historic Register by City Council after a local public hearing process. The list of resources may include archaeological sites.

**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. (See also: Archaeological Resource and Cultural Resource)

**Homeowners' Association (HOA)** - An organization initially established by developers of residential subdivisions. Control of the entity is transitioned to a board of home owners. An HOA is typically responsible for administration of the subdivision's codes, covenants and restrictions (CC&Rs), and other property controls for maintaining a safe and quality environment and design uniformity. Most neighborhoods built in Scottsdale after 1980 have HOAs.

**Household Hazardous Waste** - Waste that is generated in the home that is toxic or hazardous to humans and the environment when discarded, including paint, motor oil, batteries, and household cleaning products.

**Human-Scale** - The proportional relationship of the physical environment to human dimensions in terms of bulk and massing of buildings or other features. An example of human-scale development is a multiple-story building with retail stores on the ground floor that provide visual interest at human-eye level using window displays and architectural features.

**Human Services** - An integrated system of social services, resources, and opportunities to help people improve their lives, the lives of others, neighborhoods, and the total community.

**Identity of Place** - The meaning and significance people individually or collectively assign to a place. Identity is influenced by physical aspects of a geographic location and its unique historic and cultural associations. Place identity has evolved as a planning concern in response to a loss of individuality and distinctiveness as represented by uniformity in design.

**Impact Fee** - See Development Fee

**Implementation** - In the context of the General Plan, implementation is an action, procedure, program, or technique that carries out General Plan goals and policies. For example, the Parks and Recreation Master Plan implements the goals and policies of the Open Space and Recreation Elements.

**Improvement** - 1) A change or addition by which something is made better; 2) Something done or added to real property, such as installation of infrastructure or landscaping, that increases the property's value; or 3) The upgrade or replacement of an existing utility or other public infrastructure.

**Improvement District** - A designated area of the city with specific boundaries that is assessed the costs of certain public improvements, including street paving, sidewalks, crosswalks, curbs, gutters, culverts, bridges, fire hydrants, sewers, power lines, water lines, and street lighting. (Refer to the Cost of Development Element for more information about improvement districts)

**Industrial Pretreatment Program** - The permitting and enforcing of regulatory standards to identify, reduce, or prevent commercial and industrial pollutants from discharging into the publicly owned treatment works.

**Infill, Infill Development** - Development of individual vacant lots or "leftover" vacant properties in areas already developed with access to services and infrastructure.

**Infill Incentive District** - An optional implementation tool allowed by the State of Arizona to encourage infill development in particular locations that meet statutory criteria. This tool recognizes that the strategic application of zoning district standards and regulations might inhibit infill, revitalization, and redevelopment and otherwise preclude the provision of public amenities and benefits. An Infill Incentive District is a regulatory mechanism and is different from general infill development. (See also: Infill)

**Infrastructure** - Public services and facilities, including sewage disposal systems, water supply systems, other utility systems, streets and roads, parks, and schools.

**In-Lieu Fee** - Cash payments that may be required of an owner or developer as a substitute for dedication of land or physical improvements.

**Intensity** - The relative measure of development impact, as defined by characteristics such as traffic generation, floor area ratio, and lot coverage; or, the level or concentration of activity occurring on a site or in an area. (See also: Floor Area Ratio and Density)

**Invasive Species** - A plant, animal, or microbial species introduced into an area accidentally or unknowingly that may adapt, thrive, and aggressively spread, stressing indigenous and balanced ecosystems.

J

K

## L

**Land Subsidence** - Sinking or downward settling of the earth's surface, not restricted in rate, magnitude, or area involved.

Subsidence may be caused by natural geologic processes, such as solution, compaction, or withdrawal of fluid lava from beneath a solid crust. Human activity such as subsurface mining or the pumping of oil or groundwater may also cause subsidence.

**Land Use Definitions** - Descriptions, including generalized densities, of each land use category in the Land Use Element that correspond to the categories on the Future Land Use map.

**(Future) Land Use Map** - A map in the General Plan Land Use Element that illustrates the general, planned distribution of land uses and intensities. It visually discerns land use compatibility and spatial relationships, establishes the physical form of the community, and identifies urban design opportunities. A land use map serves as a guide in the preparation of zoning ordinances and zoning district maps.

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

**Low-Density** - A relative term, which may vary depending on the surrounding context, usually used to describe development dominated by larger-lot, single-family housing, or areas generally one dwelling unit to one or more acres of land.

**Low-Impact Infrastructure, Green Infrastructure** - An approach to stormwater management that mimics the natural hydrology of a site and uses captured stormwater run-off. This contrasts with conventional methods that convey stormwater offsite as quickly as possible to regional drainage facilities. The low-impact model views stormwater as a resource, reduces stormwater runoff, uses natural systems for filtration, and helps protect ecologically sensitive areas within a development.

## M

**Major Street** - In the General Plan, an arterial street or freeway. Depending on context, such as in a Growth Area, major collector streets may be considered major streets.

**Mass, Massing** - The physical volume, shape, or bulk of a building or structure.

**Master-Planned Community** - A designed grouping of various compatible land uses, such as housing, recreation, shopping centers, and industrial parks, within one contained development or subdivision.

**(Scottsdale) McDowell Sonoran Preserve** - A permanently protected preserve of Sonoran Desert and mountains with the purpose of maintaining scenic views, protecting wildlife and desert plant habitat, and preserving archaeological and historical resources and sites, while providing public access for educational and passive outdoor recreational opportunities. Upon completion, Scottsdale's Preserve will consist of about one-third of the city's land mass.

**Mixed-Use** - Generally, a development type in which complementary and integrated uses, such as office, retail, resorts, and residential, are combined in the same building (vertical mixed-use) or within separate buildings on the same site or nearby sites (horizontal mixed-use). Refer to the Land Use Element for the Mixed Use Neighborhoods Land Use Category definition.

**Mode, Modal** - The form or method of travel distinguished by vehicle type, operation, technology, and rights-of-way separation.

**Moderate or Medium-Density** - A relative term, which may vary depending on the surrounding context, usually used to describe development dominated by a variety of single-family, two-family, or multi-family housing developments, or areas generally between more than one and eight dwelling units to an acre of land.

**Multi-Family Housing** - 1) A building, or part of a building, designed for occupancy by three (3) or more families; or 2) A housing variety associated with high- and moderate-density development within Suburban, Urban, and Mixed-Use Neighborhood land uses. Multi-family housing may be owner or renter occupied.

**Multimodal** - An approach to transportation that includes all users (i.e. pedestrians, bicyclists, transit vehicle, equestrians, and motorists) of all ages and abilities and aims to create comprehensive, integrated, and connected transportation network.

## N

**National Pollutant Discharge Elimination System (NPDES)** - Authorized by the Clean Water Act, the National Pollutant Discharge Elimination System (NPDES) permit program controls water pollution by regulating sources of pollution that discharge into waters of the United States.

**National Register of Historic Places** - The Federal list of properties identified as worthy of preservation. Properties may be listed on the register or may be identified as being “eligible” or “potentially eligible.” Properties are usually listed in the National Register through nominations by the State Office of Historic Preservation (SHPO).

**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 (NAOS)** - Areas of undisturbed natural desert, but may include revegetated areas.

**Natural Open Space** - Generally, an open space area that has largely maintained its natural environmental character, or has had its character restored with minimal man-made facilities. Natural open space may include structures for wildlife and plant habitat and passive recreation purposes. Refer to the Land Use Element for the Natural Open Space Land Use Category definition and the Open Space Element for the primary open space type definitions.

**Natural Resource** - A feature or phenomenon in nature that enhances the quality of human life, including land, water, air, vegetation, geology, animal habitat, and topography.

**Neighborhood** - A part of the city defined by characteristics that may include distinct ethnic or economic characteristics, housing types, schools, vicinity of a notable feature or landmark. Boundaries may be defined by physical barriers, such as major highways or natural features. Neighborhoods are often self-defined by the residents, property owners, and tenants or by homeowner and/or business associations.

For the purposes of the General Plan, unless otherwise described, neighborhoods are not exclusively residential or made up of a single housing type (i.e. single family, residential, or mixed use). The term “neighborhood” in its general use includes supporting uses such as shopping, schools, and places of worship and employment.

**Neighborhood Assemblage** - The process in which the owners of several properties in a neighborhood seek a buyer for their collective properties, or when a developer interested in a neighborhood for redevelopment seeks to put all properties under contract (also called a “buyout”). Neighborhood assemblages most often occur where land values may be increasing, such as near transportation improvements or near new office or commercial developments. The city has a Neighborhood Assemblage Policy (Resolution 3157, May 15, 1989) to help guide assemblage. (See also: Assemblage; Land, Property or Parcel)

**Neighborhood Park** - Park of roughly two (2) to ten (10) acres in size, intended to meet the recreation needs of people living or working within a one-half mile radius. Neighborhood parks provide primary recreation services and facilities; are easily accessible and available to local residents; serve a single neighborhood or several neighborhoods, depending on the location of the park; are preferably located with or next to elementary schools, neighborhood centers, or other gathering places; and are accessed mainly by pedestrians and bicycles.

**Neighborhood Plan** - The third level of Scottsdale planning. A neighborhood plan is a guide and framework for neighborhood decision-making. It includes broad statements about resident goals, preferences, and values for the neighborhood. It also contains recommendations for carrying out the goals and generally represents the consensus of the neighborhood.

**Neighborhood Street, Local Street** - A road that provides access to properties in a neighborhood. Not intended for through traffic or heavy traffic loads.

**Net-Zero Energy** - The practice of producing as much energy as is consumed by off-setting energy use through a combination of energy efficiency and renewable power.

**Noise** - Any undesired audible sound, especially one that is loud or disagreeable.

**Non-Renewable Resource** - Natural resources, such as fossil fuels and natural gas, that cannot be replaced once used.

**Non-Residential Land Use** - Any of a broad category of land use that does not contain housing, including, but not limited to, commercial, industrial, public, and institutional uses.





**Old Town** - In Scottsdale, the commercial, cultural, civic, and symbolic center of the community consisting of a vital mix of supporting land uses. Old Town Scottsdale is about two (2) square miles located generally south of Chaparral Road, west of Miller Road, north of Earll Drive, and east of 68th Street.

**Open Space** - Any parcel or area of water or land that is essentially unimproved and devoted to an open space use for the purpose of (1) the preservation of natural resources; (2) the managed production of resources; (3) outdoor recreation; or (4) public health and safety.

**Open Space, Common** - Land within or related to a development that is designed and intended for the common use or enjoyment of the residents, and not individually owned or dedicated for public use.

**Open Space, Useable** - Open space, which because of its size, function, visibility, accessibility, and strategic location, is a community amenity or resource.

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

**Overlay Land Use Category** - A supplemental land use designation relating to the use or potential use of an area that differs or varies from the standards, requirements, and permitted uses associated with the base or underlying land use designation.

**Overlay Zoning District** - A method used to apply supplemental zoning provisions to a specific area's underlying or base zoning. An overlay zone might restrict certain uses or allow higher densities than would be permitted in the same zone in other parts of the city. The Environmentally Sensitive Lands Ordinance district is an overlay zoning district.

## P

**Parcel** - A legally defined lot, or contiguous group of lots, in single ownership or under single control, and considered a unit for purposes of development and open space calculation.

**Park** - A tract of land designated and used by the public for active and passive recreation.

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

**Particulate Air Pollution** - A mixture of large and fine solid particles and liquid droplets found in the air.

**Passive Recreation** - Leisure activities that involve less energetic, individual, or non-organized (i.e. team) activities, such as walking, bicycling, horseback riding, running, sitting, hiking, skateboarding, picnicking, card and board games, or simply enjoying the natural environment.

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

**Pedestrian-Oriented** - A form of development that makes the street environment inviting for pedestrians.

**Placemaking** - A multi-faceted approach to the planning, design, and management of public spaces that emphasizes a local community's assets, and creating public spaces that foster people's health and well-being and give a place an identity.

**Planning Agency** - Per Ordinance 3956 (August 2011), the agency of the City of Scottsdale, consisting of the Department of Planning and the Department of Public Works, with the duty of administering the General Plan, as allowed per Arizona Revised Statutes 9-461.01.

**Planning Commission** - Seven (7) member citizen commission responsible for reviewing and making recommendations to the City Council on proposals for development, the subdivision of land, amendments to zoning, land use studies, the annual Capital Improvement Program, the General Plan, and other development regulations.

**Predictive Modeling** - Utilizing computer systems to analyze large sets of data, including historical data, to help determine where to deploy resources.

**Preserve, Preservation** - To keep something protected from anything that would cause its quality or condition to change or deteriorate. (See also: (Scottsdale) McDowell Sonoran Preserve, Conservation, and Historic Preservation)

**Preserve Scenic Buffer** - A road designated in the General Plan to have an open space buffer (of a lesser extent than a Scenic Corridor) to maintain and enhance open space along streets within and adjacent to the Recommended Study Boundary (RSB) of the Scottsdale McDowell Sonoran Preserve. Refer to the Open Space Element for Visually Significant Roadway designation definitions.

**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 City Council that has been announced and advertised in advance, is open to the public, and during which the public is given an opportunity to talk and participate.

**Public Notification** - The advertisement of a public hearing in a newspaper of general circulation, and through other media sources describing time, place, and nature of the public hearing and where the application and documents may be inspected.

**Public/Private Partnership** - A merging of public and private resources to achieve an end result or product that would be difficult to achieve through public or private activity alone.

**Public Use** - Any building or property that serves a public function including, schools, libraries, City Hall, post offices, police and fire stations, and recreational and cultural facilities.

## Q

**Quasi-Governmental, Quasi-Public** - A private entity involved in the delivery of an essential governmental service or required government program.

## R

**Rainwater Harvesting** - Using landscaping and modified infrastructure to collect and direct rainwater to areas of soil where water infiltrates and is stored.

**Rare Species** - As designated by the Federal Government, an organism, plant or animal, that is uncommon, scarce, or infrequently encountered.

**Recharge, Groundwater** - The natural or human-induced process of infiltration and percolation of rainwater, surface water, or treated wastewater, from land areas, streams, or engineered methods through permeable soils into aquifers that provide underground storage.

**Reclaimed Water** - Wastewater that is treated to remove solids and certain impurities to a level that is suitable for such uses as turf irrigation, landscape application, water features, and aquifer recharge.

**Recommended Study Boundary (RSB) of the Scottsdale McDowell Sonoran Preserve** - The Recommended Study Boundary (RSB) of the Scottsdale McDowell Sonoran Preserve correlates with the land area the city desires to ultimately acquire through the preservation program and is the geographic area for which the Scottsdale voters approved the use of tax proceeds to purchase and maintain land for the Scottsdale McDowell Sonoran Preserve.

**Recreational Facility** - A place designed and equipped for sports and leisure activities.

**Recycling** - The recovery of materials such as paper, glass, plastic, metals, construction and demolition material and organics from the waste stream, along with the transformation of those materials to make new products, thereby reducing the use of virgin raw materials. Recycling includes three steps which create a continuous loop: 1) collection and processing of recyclable materials, 2) manufacturing new products from recycled materials, and 3) purchasing products with recycled content.

**Redevelop, (Informal) Redevelopment** - To change the existing development in an area or on a property, sometimes by demolishing existing building; increasing the overall floor area existing on a property; or both. Sometimes this also involves a change in land use. (See also: Infill)

**Redevelopment Authority, Formal Redevelopment** - Refers to powers and tools granted by the State of Arizona to cities for the purpose of protecting the health, safety, and welfare of citizens by improvement of deteriorated urban conditions, acquiring property, and establishing open space and infrastructure. The use of these powers is limited to areas that are formally designated for redevelopment and under a redevelopment plan formally adopted by the City Council, which includes goals and policies that indicate the intent of plan.

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

**Renewable Energy Source** - Energy sources that do not rely on fossil fuels, including, sunlight and wind.

**Resident** - A person of any age or capacity who lives or regularly stays in Scottsdale. Residents may be full-time, part-time, seasonal, or temporary.

**Resort** - A building or group of buildings that include guest rooms and visitor accommodations and may include any of the following amenities: outdoor recreation (e.g. golf, horseback riding), low to medium density residential developments, supporting commercial services (e.g. restaurants, gift shops) and institutional facilities, such as convention or meeting space. (Refer to the Land Use Element for the Resorts/Tourism Land Use Category definition)

**Resort Corridor** - The Resort Corridor consists of medium to low intensity development and exists along Scottsdale Road between East Highland Drive and Indian Bend Road. This corridor contains a mixture of land use classifications including mixed-use neighborhood and other uses that support, maintain, enhance, and expand hospitality/tourism land uses.

**Retail** - A place of business in which merchandise is sold to consumers.

**Revitalization** - Bringing new life or vigor to an area, often through public and private investment.

**Rezoning (Zoning District Map Amendment)** - To change the zoning classification of particular lots or parcels of land.

**Right(s)-of-Way** - The strip of land over which certain transportation and/or other public facilities are built, including roads, sidewalks, and utility lines. A public right-of-way is typically dedicated or deeded to the public for public use and controlled by a public agency, such as the city.

**Riparian Areas** - Includes both wet and dry varieties. Wet riparian areas include temporary and permanent streams with naturally occurring plants. Wet riparian areas are an important and rare habitat in Scottsdale. Dry riparian areas include major desert washes and minor floodways with naturally occurring plants.

**Runway Protection Zone (RPZ)** - A trapezoidal area at or beyond the airport runway end that should, where practicable, remain clear of all above-ground objects to enhance the safety and protection of people and property.

**Rural, Rural Area** - Generally, a less-developed area where the land is used primarily for low-density residential uses. These areas may include open space, and permitted uses such as ranches, stables, equestrian facilities and other equestrian-related uses, and those uses permitted by Use Permit. (Refer to the Land Use Element for the Rural Neighborhoods Land Use Category definition)

## S

**Safe Routes to School** - An approach that promotes walking and bicycling to school through infrastructure improvements, enforcement, tools, safety education, and incentives to encourage walking and bicycling to school.

**Safe-Yield** - A groundwater management goal to achieve and maintain a long-term balance between the annual amounts of groundwater extracted and recharged in an area.

**Salinity** - The amount of dissolved salt minerals in water, including calcium, magnesium, sodium, sulfate, and chlorides. Too much water salinity can negatively affect vegetation and reduce the life of household plumbing, fixtures, and appliances.

**Scale** - The relationship of a particular project or development, in terms of size, height, bulk, intensity, and aesthetics, to its surroundings.

**Scenic Corridor** - A major road designated in the General Plan that provides a large open space buffer to minimize the visual intrusion of neighboring development and maximize the unique character of different areas of the city. Refer to the Open Space Element for Visually Significant Roadway designation definitions.

**Scottsdale Visioning (Shared Vision)** - 1990-1992 citizen-driven process that established Four Dominant Themes and 24 Vision-Tasks that define Scottsdale's character and future.

**Sense of Place, Sense of Community** - The characteristics of a location that make it readily recognizable as being unique and different from its surroundings and that provides a feeling of belonging to or being identified with that particular place. (See also: Identity)

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

**Setback** - Typically, the distance between a property line and a building or structure. Depending on the specific zoning district, setbacks may be measured in different ways.

**Settling Pond** - An area dedicated to the separation and storage of waste residue generated from the water treatment process and stormwater runoff.

**Sewer** - Any pipe or conduit used to collect and convey sewage from the generating source to treatment plants.

**Shared-use Path** - Paths that accommodate bicyclists and pedestrians.

**Sign Controls** - City regulations governing the location and design of signs.

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

**Signature Special Events** - Annual events and event series staged in Scottsdale that generate significant economic activity, including major league baseball spring training, arts festivals, auto auctions (e.g. Barrett-Jackson, Russo and Steele), Culinary Festival, Native Trails, Rock and Roll Marathon, Arabian Horse Show, Parada del Sol Rodeo and Parade, and the Waste Management Phoenix Open.

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

**Smart Grid** - Controls, computers, automation, and other technologies and equipment that work with the electrical grid (i.e. network of transmission lines, substations and transformers that delivers electricity) to respond quickly and digitally to changing electric demand.

**Solid Waste** - Unwanted or discarded solid, liquid, semisolid or contained gaseous material. Commonly referred to as "trash" or "garbage." As a general category, however, solid waste includes many items that are not "trash," such as metal, paper products, glass, and other recoverable resources.

**Specialty Park** - Park that provides specialized facilities and preserves significant, unique features of the community. Specialty parks generally serve the entire city or region; are located where necessary to capitalize or preserve an existing feature, facility or market area; and may need either a high-degree of access or limited access, depending on purpose.

**Specialty Retail** - A retail store that focuses on specific or unique product categories, as opposed to retailers who sell a variety of consumer goods.

**Stakeholder** - A person who is involved with and/or affected by a course of action.

**Stepback** - In the General Plan, an arrangement of building forms, shapes, and massing that causes the building design to “move away,” “step back,” or recede from a property line or neighboring development to provide an open area above the first or second level of the building. The Zoning Ordinance delineates specific stepback requirements for zoning districts.

**Stormwater, Stormwater Runoff** - Water generated from rain, snowmelt, or drainage. Runoff is generated when precipitation flows over land or impenetrable surfaces (e.g. asphalt) and does not absorb into the ground. As runoff flows over the land, it accumulates debris, chemicals, sediment, and other pollutants that may adversely affect water quality, if untreated.

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

**Suburban, Suburban Area** - Generally low- to moderate-density and intensity development patterns consisting of residential uses and supporting commercial and employment uses. (Refer to the Land Use Element for the Suburban Neighborhoods Land Use Category definition)

**Sustainability** - For the purposes of the General Plan, sustainability is a condition of living that enables the present generation to enjoy social well-being, a vibrant economy, and a healthy environment, without compromising the ability of future generations to enjoy the same.

## T

**Telecommuting** - A trip reduction strategy and a work arrangement, where employees work at a location other than the primary work location, such as at home or in a subordinate office. (See also: Trip Reduction)

**Themed Streetscape** - A street in the General Plan that has, or is planned to have, streetscape design guidelines to provide a consistent, themed appearance along the street.

**Threatened Species** - As designated by the Federal Government, any species likely to become endangered within the foreseeable future throughout all or a significant part of its range.

**Trails** - A shared-use pedestrian, equestrian, and/or bicyclist route or system that is not paved.

**Transit** - Transportation system mainly for moving many people and made available to the public, usually through paying a fare. Typical vehicles used for transit include buses, rail cars, and other fixed guideway vehicles.

**Transition** - 1) A gradual change from one development density or intensity to another, from one land use to another, or from a preserved area to a developed area; or 2) The placement of buildings and their forms, shapes, and massing that causes the building design to recede from the property line or neighboring development; provide open space and openings between buildings; and/or create compatible development between lower and higher intensities and densities.

**Transition Areas** - A change from one development area to another, either in terms of height, density, intensity, massing, or character – usually as a means to ensure compatibility between developments.

**Trip Reduction** - Techniques aimed at reducing traffic congestion, vehicle trips, and miles traveled with the main goal of improving air quality. Strategies include carpooling, transit use, walking, biking, telecommuting, and compressed work schedules (such as a 4-day work week).

## U

**Universal Design** - An idea that all environments and products should be accessible and useable by all people, regardless of age, size, or ability.

**Urban, Urban Area** - (1) Relating to or characteristic of a city; or (2) Generally characterized by moderate- to high-density and intensity development, walkability, and available public services to adequately serve high intensity development. Residential uses in urban areas tend to consist of multi-family types. (Refer to the Land Use Element for the Urban Neighborhoods Land Use Category definition)

## V

**View Corridor** - A line of sight between an observer and an object or feature of visual significance or sensitivity; area along major watercourses or other features to protect major wildlife habitat, protect distant views, separate land uses, and provide links for trails and paths.

**Viewsheds** - The major segments of the natural terrain that are visible above the natural vegetation.

**Vision** - A shared dream of the future characterized by long-term idealistic and aspirational thinking. The vision is the foundation for the development of goals, policies, and programs. Although a vision is not a binding goal, and may not be achievable in the lifetime of those participating in the drafting of the General Plan, it provides a picture of the community that the citizens desire.

**Visitor** - Includes tourists and travelers from outside of the region experiencing, staying, or working in Scottsdale for a defined and limited time. Visitors may also include short-term daily visitors engaged in various day or nighttime activities.

**Vista Corridor** - A major open space corridor that follows major watercourses or other features and protects major wildlife habitat, protects distant views, separates land uses, and provides links for trails and paths.

**Visually Significant Roadways** - Preservation of mountain viewsheds, the Sonoran Desert, natural features, and landmarks that enhance the unique image and aesthetics of major streets through open space buffering. Visually Significant Roadways include Desert Scenic Roadways (in ESLO districts), Scenic Corridors, roads with buffered setbacks, roads with specific streetscape design themes, and roads with specific design guidelines. Refer to the Open Space Element for Visually Significant Roadway designation definitions.

## W

**Wash** - Usually a watercourse that flows during flood events or intermittently. Washes are important wildlife corridors and habitats. (See also: Water Body; Water Course)

**Wastewater** - The used or effluent water from homes, communities, and businesses. It includes both domestic and commercial sewage and contains multiple types of pollutants.

**Water Body** - Any permanent or intermittent body of water, whether natural or artificial, including arroyos, washes, canals, riverbeds, and lakes. This excludes swimming and ornamental pools.

**Water Conservation** - Any beneficial reduction in water loss, use, or waste. This includes water management practices and programs that improve the use and/or efficiency of water, functional process, and behavior.

**Water Resources** - A term used to collectively describe the legal and physical water supply available to the city which includes groundwater, wastewater, reclaimed water, surface water, and precipitation.

**Watercourse** - A lake, riverbed, arroyo, wash, or other channel over which water flows at least periodically. Watercourses include specifically designated areas where substantial flood damage may occur.

**Watershed** - The area of land where all of the water underneath it, or draining off it, goes to the same place. All areas of Scottsdale drain into the larger Salt River and Gila River watersheds. Some areas of the community drain to smaller tributaries, including the Verde River, the Indian Bend Wash, and other minor watersheds.

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

**Wildlife Corridor, Wildlife Movement Corridor, Migration Route** - Linkages of vegetated habitat areas that allow or facilitate wildlife movement between larger habitats in an urban environment.

**Workforce Housing** - A broad range of owner and renter residential housing, located in or near employment centers, and intended to appeal to essential workers in the community, including police officers, fire fighters, teachers, nurses and medical technicians, hospitality workers, and knowledge and office workers.

**Working Artists** - May include performers, authors, poets, writers, architects, fashion designers, photographers, cinematographers, art gallery owners, performance venue operators, cultural event producers, and others.

X

Y

Z

**Zero Waste** - The conservation of all resources by means of responsible production, consumption, reuse, and recovery of products, packaging, and materials without burning and with no discharges to land, water, or air that threaten the environment or human health.

**Zoning / Zoning Ordinance** - Land use regulations enacted by the city to create districts or zones that permit and identify special conditions within those zones. Land uses in each district are regulated according to type, density, height, lot size, placement, building bulk, and other development standards. The ordinances include procedures for changing the status of land use and physical development standards.



## 3. RELATED PLANS & POLICIES

### A

- Airpark Circulation Study (2008)
- Airport Economic Benefit Update (2019)
- Airport FAA 14 CFR Part 150 Noise Compatibility Study (2005)
- Airport Master Plan (2015)
- Annexation Policy (1989)

### B

### C

- Cactus Corridor Area Plan (1992)
- Capital Improvement Plan\*
- CDBG Annual Action Plan\*
- Citizen Survey\*
- City of Scottsdale Charter
- City Code
- CityShape 2020 Comprehensive Report (1996)
- Commercial Solar Guidelines (2019)
- Community Cultural Assessment (2007)
- Community Services Master Plan (2015)
- Competitive Position Analysis and Recommendations (2010)
- Cultural Resources Master Plan (2016)

### D

- Desert Foothills Character Area Plan (1999)
- Desert Open Space System Plan (1997)
- Desert Park Design Guidelines (1999)

- Design Guidelines\*
- Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and Innovation and the Surrounding Area (2005)
- Design Standards and Policies Manual (2018)
- Downtown Infill Incentive District (2010)
- Downtown Circulation Study (2006)
- Downtown Scottsdale Pedestrian Mobility Study (2007)
- Downtown Tourism Related Economic Feasibility Study (2018)
- Downtown Parking Study (2015)
- Drought Management Plan (2015 - 2018)
- Dynamite Foothills Character Area Plan (2000)

### E

- East Shea Area Plan (1987)
- Economic Development Strategic Plan (2020)
- Economic Trends Quarterly/Annual Reports\*
- Energy Policy (1999)
- Environmentally Sensitive Lands Ordinance (1991 + amendments)
- Environmental Regulatory Guide (2014)
- Expressway/Shea Boulevard Policy (1995)
- Exterior and Site Lighting Design Guidelines\*

\*UPDATED ANNUALLY/PERIODICALLY

## F

- Fire Department Strategic Plan\*
- Fiscal Sustainability Analysis (2010)
- Frank Lloyd Wright Streetscape Design Guidelines (1991)
- Future In Focus Process Summary (2000)

## G

- General Plan Assessment Report (2009)
- General Plan Development Forecast Update (2020)
- Golden Rule City (2017)
- Golf Course Policy (1997)
- Great Sonoran Desert Design Concepts (1996)
- Greater Airpark Character Area Plan (2010)
- Greater Phoenix Green Infrastructure Handbook: Low Impact Development (LID) Details for Alternative Stormwater Management (2019)
- Green Building (LEED™) Policy for New City Construction and Remodels (2005)
- Green Building Design Principles\*
- Green Building Program and Guidelines\*
- Green Building: Home Remodeling Guidelines for Sustainable Building in the Sonoran Desert (2005)

## H

- Housing and Human Services: Analysis of Impediments to Fair Housing Choices (2011 - 2016)

- Housing and Human Services: Five-Year Consolidated Plan (2010 - 2015)
- Housing and Human Services: Section 8 Annual Agency Plan\*
- Human Services Plan (2020)

## I

- Integrated Water Resources Master Plan (2020)
- Intelligent Transportation Systems (ITS) Strategic Plan (2003)
- International Energy Conservation Code (IECC) for Commercial and Residential Projects\*
- International Green Construction Code (IGCC) For Commercial Projects\*

## J

## K

## L

- Land Divisions Ordinance (2007)
- Land Use Assumptions Report (2017)
- Library System Strategic Plan (2019)
- Lodging Statistics Report - Tourism and Events\*
- Longwoods Return to Sample Report - Tourism and Events\*
- Longwoods Visitor Research Report - Tourism and Events\*

*\*UPDATED ANNUALLY/PERIODICALLY*

M

- MAG Active Transportation Plan (2020)
- MAG Complete Streets Guide (2011)
- MAG Desert Spaces Environmentally Sensitive Development Areas Policies and Design Guidelines (2000)
- MAG Desert Spaces Plan (1995)
- MAG Pedestrian Plan (2000)
- MAG Pedestrian Policies and Design Guidelines (2005)
- MAG Regional Bikeway Master Plan (2007)
- MAG Regional Off-Street System Plan (2001)
- Maricopa County Active Transportation Plan (2018)
- Maricopa County Parks and Recreation - Maricopa Trail Maps\*
- Maricopa County Parks and Recreation - Strategic System Master Plan Report (2009)
- Maricopa County Regional Trail System Plan (2004)
- McDowell Road Design Guidelines (2003)
- McDowell Sonoran Preserve Access Area Design and Site Standards (1999)
- McDowell Sonoran Preserve Ordinance (2000)

N

- Neighborhood Assemblage Policy (1993)
- Neighborhood Traffic Management Program Policy & Procedures (2010)

O

- Old Town Scottsdale Character Area Plan (2018)
- Old Town Scottsdale Urban Design and Architectural Guidelines (2019)
- Operating Budget\*

P

- Parks and Recreation Master Plan (2004)
- Parks and Recreation Strategic Plan (2019)
- Peaceful Valley Neighborhood Plan (1992)
- Police Department Strategic Plan\*
- Power Line Undergrounding Ordinance (1979)
- Principles for Civil Dialogue (2013)
- Protection of Archaeological Resources Ordinance (1999)
- Public Art Master Plan (2012)

Q

R

- Report of the Visioning Scottsdale Town Hall (2013)
- Residential Solar Guidelines (2016)
- Roadway Noise Abatement Policy (2011)

S

- Scenic Corridor Design Guidelines (2004)

\*UPDATED ANNUALLY/PERIODICALLY

- Scenic Corridor Policy (2001)
- Scottsdale Arts Annual Report (2018 - 2019)\*
- Scottsdale Arts Overview & Campus Vision (2019)
- Scottsdale Arts Strategic Plan (2018 - 2020)\*
- Scottsdale Cultural Assessment (2021)\*
- Scottsdale Cultural Council Annual Report\*
- Scottsdale Cultural Council Strategic Plan (2011)
- Scottsdale Road Streetscape Design Guidelines (2008)
- Scottsdale Town Enrichment Program (S.T.E.P.) Summaries (1969 - 1982)
- Scottsdale Water Strategic Plan (2019 - 2024)
- 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 Management Plan (2015)
- Strategic Plan for a Comprehensive Sonoran Desert Preservation Program (1997)
- Strategy for the Preservation and Creation of High-Quality, Safe, and Affordable Housing, (1999)

- Sustainable City Facilities Policy (2001)

T

- Tourism Related Downtown Economic Feasibility Study [Downtown 2.0] (2017)
- Tourism and Marketing 5-Year Strategic Plan (2013)
- Trails Master Plan: On The Right Trail (2004)
- Transportation Master Plan (2016)

U

V

- Via Linda Streetscape Design Guidelines (1994)
- Visitor Statistics Report - Tourism and Events\*

W

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

X

Y

Z

- Zoning Ordinance\*

\*UPDATED ANNUALLY/PERIODICALLY

# 4. HISTORICAL CONTENT



## SCOTTSDALE’S PAST

1950s

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

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

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



## 1960s

From 1960 to 1970 the city experienced explosive growth in housing and population. The population grew from approximately 10,000 to 67,000. The typical family had four or five members, and the head of the family usually had at least some college education, if not a degree. Most people lived in single-family homes on modest sized lots, similar to housing development occurring at the same time in suburbs across the country. The city annexed rapidly, first southward from Old Town and later northward to Deer Valley Road, growing from about two square miles to over 60 square miles. With the notable exception of a few major industrial plants and resorts, this early growth did not include a strong balance of services, mixed employment, or public amenities.

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

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

**1970s**

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

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

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

**1980s**

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

**1980s & 1990s**

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



**2000s & Today**

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

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





## DESERT AND MOUNTAIN PRESERVATION EFFORTS

In 1990, Scottsdale citizens (through the non-profit McDowell Sonoran Land Trust, today called the McDowell Sonoran Conservancy) began the process of preserving Scottsdale's McDowell Mountains and Sonoran Desert. The goal is to preserve approximately 34,000 acres, equal to 1/3 of Scottsdale's total land area, or 53 square miles. The area is defined as the Recommended Study Boundary (RSB) for the Scottsdale McDowell Sonoran Preserve and voter approved tax dollars can only be used within this boundary.



The Preserve consists of mountains, Sonoran Desert, and natural corridors linking to natural open spaces in neighboring communities, the Tonto National Forest, and Maricopa County Regional Park. Because of these connections, the Preserve is a large sustainable natural desert habitat for wildlife and desert plants, which was made available for appropriate passive recreation to allow residents and visitors to experience and enjoy the Preserve.

In 1995, Scottsdale voters approved a 0.2% tax increase to purchase land in the original 16,640 acre RSB. In 1998, voters approved an expansion of the RSB, to approximately 34,000 acres. In 2004, Scottsdale voters approved an additional 0.15% increase in the sales tax for land acquisition and also to provide appropriate public access. In 2018, voters passed a City Charter amendment that would require public approval of any construction in the Preserve, beyond currently planned trailheads.

A total of 19,643 acres in the RSB were State Trust Land. In 1998, all of the State Trust Land in the original boundary (2,762 acres) and 317 acres next to the County Regional Park was reclassified as suitable for conservation under the Arizona Preserve Initiative (API). As a result, in 1998, the City of Scottsdale petitioned the State Land Department to reclassify the remaining 16,600 acres of State Trust Lands as suitable for conservation. In 2001, the State Land Commissioner reclassified approximately 13,000 acres as suitable for conservation with a deed restriction to ensure that the property purchaser would be required to conserve these lands. In return, the city agreed to rezone the remaining State Trust land to increase its value to make up for the loss to the land department caused by the reclassification (4-GP-2002).

As of 2020, approximately 30,000 acres of the planned 34,000 acres has already been acquired or protected as part of the Preserve. As such, the Scottsdale McDowell Sonoran Preserve is one of the largest preserves located within city limits in the United States. When combined with the city's Environmentally Sensitive Lands Ordinance (ESLO), which preserves the natural desert and environmentally sensitive land features, as development occurs outside the Preserve, the city and its citizens, have shown a major commitment to preserving its mountain and desert features for residents, visitors, and future generations.

## HISTORY OF GENERAL PLANNING IN SCOTTSDALE

In 1960, Maricopa County prepared the first Comprehensive Plan for Scottsdale, which 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 (S.T.E.P.) involved 300 citizen participants and numerous civic organizations in discussing the future of the community. These forums spurred a comprehensive General Plan study (by Eisner-Stewart and Associates) and a 1967 City Charter amendment to require the adoption of a comprehensive plan. The Eisner-Stewart Plan included Land Use, Circulation, and Public Facilities Elements and covered an area of about 80 square miles from Deer Valley Road to McKellips Road. It recommended reinforcement of the Civic Center/Old Town as the city's governmental, civic, and cultural hub; the concentration of employment uses in the Airpark area; residential uses to the east of the Airpark area to support the employment uses; and a system of parks and recreation uses, including the Indian Bend Wash.

Between 1972 and 1975, the comprehensive General Plan process included updates to the Land Use and Circulation Elements and the McCormick Ranch Center General Plan Amendment. In 1976, the Northeast Area Plan was prepared for an area covering 25 square miles north and east of the Central Arizona Project (CAP) aqueduct to Deer Valley Road and the eastern corporate boundary. This planning project involved twelve months of dialogue among a variety of study groups and public hearings, as well as, the participation of the City Council, Planning Commission, and city staff. It designated a "future development line" beyond which development would not occur for ten years.

In the 1980s and 1990s, city staff updated the Land Use, Environmental Design, Circulation, and Public Facilities Elements of the General Plan.

Following recommendations from the CityShape 2020 process, the city created an Interim General Plan and added an Economic Element in 1998.

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

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

In fall 2012, based on feedback from the community, the City Council directed the Planning Department to again provide an inclusive process to create a new General Plan for community consideration. The City of Scottsdale hired the non-profit organization, Arizona Town Hall, to conduct a Town Hall of 100 community members representing all different perspectives in Scottsdale. The committee of 100 worked for three days to create draft Community Values and a Vision Statement for the General Plan. After the Town Hall event, the City Council asked Arizona Town Hall to select a 25-member Task Force to represent the different perspectives of the community. Furthermore, the community-at-large discussed major community topics identified during the 2011 General Plan process—such as Land Use, General Plan Amendment Criteria, Character Areas, Growth Areas, economic development, neighborhoods, and transportation—at community workshops. The Task Force developed the General Plan considering all community input. The General Plan Task Force presented a draft General Plan 2035 to the Scottsdale Planning Commission in November 2014. That plan included updates to all elements, the addition of two new State-mandated elements—Neighborhood Preservation & Revitalization Element and Energy Element—as well as two new community-created elements—Arts, Culture & Creative Community Element and Healthy Community.

#### **A LEGACY OF CITIZEN INVOLVEMENT**

The formulation of the Scottsdale Town Enrichment Program (S.T.E.P.) forums was likely the most significant public participation event in the history of the city. This involvement of interested, creative, and collaborative citizens made Scottsdale different from the multitude of similar suburbs. The S.T.E.P. forums set the bar for how our citizens expect to be involved in decision-making about the community's future. Subsequent public participation programs have occurred over the decades, including Scottsdale Visioning, CityShape 2020, and Future In Focus, to ensure that Scottsdale's legacy of citizen involvement continues.

Unlike many communities, Scottsdale's tradition of community involvement is characterized through numerous standing and ad hoc committees, commissions, and boards addressing a wide range of subjects. This pattern has raised the level of expectation for citizen involvement to essentially a mandate.

**HISTORY OF GENERAL PLANNING IN SCOTTSDALE**

	1950	1960	1970	1980	1990	2000	2010
<b>Major City Milestones</b>	Incorporation (1951) Major Annexations (1956 - 1964 )	City Charter (1962) Scottsdale Town Enrichment (S.T.E.P. Forums) (1964 -1974) East Shea Annexation (1975)	Scottsdale Vision 2000 Update (1981-1982) Indian Bend Wash (1984) North Area Annexations (1982-1984)	Scottsdale McDowell Sonoran Preserve			
<b>Arizona State Statutes</b>		Arizona's General Plan Statute Created (1972)	Arizona's Growing Smarter Act (1998) Utility Planning (2006) SB 1385 NPR Element (2008) Arizona's Growing Smarter Plus Act (2000) HB 2638 Energy Element Regulatory Bill of Rights (2007) SB 1598 (2011)				
<b>City's General Plan</b>	Comprehensive Plan for Scottsdale (Maricopa County) (1960) Establish Zoning Commission (Duty to create a Comprehensive Plan) (1951)	General Plan (Eisner-Stewart) (1967) General Plan Review (Wilsey-Ham) (1972-1973) City Charter Requires Comprehensive Plan (1967)	General Plan Update (1980-1981) General Plan Update (1992) Reformat/Reprint (1998) Interim General Plan (1997) General Plan Update (2001/2002) Scottsdale Visioning City-Shape 2020 (1991-1992) (1995-1996)	General Plan Update (Not Ratified) (2009-2011) General Plan 2035 (2012-2021)			
<b>Major Comprehensive Area Plans</b>		Northeast Area Plan (1976)	Airport Area (1984) Scottsdale Foothills (1984) Tonto Foothills (1986)	C.A.P. Corridor Study (1988)			
<b>Character Area Plans</b>		Shea/Scottsdale (1979)	Downtown (1984) East Shea (1987)	Desert Foothills (1999) Cactus Corridor (1992) Shea Area (1993)	Downtown Update (2009) Greater Airport (2010) Southern Scottsdale (2010)		Old Town Scottsdale (2018)
<b>Major Zoning Ordinances &amp; Districts</b>	Original Ordinance (1953)	Major Update (1961)	Hillside Ordinance (1977) Major Update (1969)	Downtown Ordinance (1986) Environmentally Sensitive Land Ordinance (ESLO) (1991)	Desert Foothills (1999) Historic Preservation District (1999) Foothills Overlay (2001)	Downtown Overlay (2003) Central Business District (2000) Downtown Infill Incentive (2000)	PCP (2013) PUD (2008) Central Business District (2000) Downtown Infill Incentive (2000)
<b>Citywide Master Plans</b>		Transportation (1973) Bikeways (1974)	Trails (1978) Parks (1979)	Water and Sewer (1992)	Bikeways (1996)	Parks (2005)	

## THE FOUNDATION FOR THE COMMUNITY VISION

Each of us has a vision of what Scottsdale should be like in the future. Although our visions are different, they share common qualities. Unanimous agreement about the future is not the goal of the General Plan. Rather, it strives to create balance and blending of opinions to form a community that collectively manages change. Only then can we retain the community’s unique characteristics and still welcome the future.

The Scottsdale General Plan 2035 strives to reflect the coherent vision, aspirations, and community values of a diverse population

The community vision is built on a foundation of citizen involvement. Building on the Scottsdale Town Enrichment Program (S.T.E.P.) forums of the 1960s, 1970s, and early 1980s, two community visioning processes, Scottsdale Visioning (1991-92) and CityShape 2020 (1994-96), identified Dominant Themes and created Guiding Principles for the community. These ideas were carried forward into the 2001 General Plan and validated through voter ratification. During the General Plan 2035 process, the community has retained these themes and principles by summing them up into primary Community Aspirations for Scottsdale’s future—Exceptional Experience, Outstanding Livability, Community Prosperity, and Distinctive Character. Differences of opinion about what the future should bring will always exist, but it is evident that the foundation laid by our legacy of community visioning holds true.



## Scottsdale Visioning and the Shared Vision

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



The Four Dominant Themes were:

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

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

*- Scottsdale Shared Vision 1992*

## CityShape 2020

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

- Six Guiding Principles (the principles are equal, with no priority in the listing):
  - **Preserve Meaningful Open Space:** The City of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale.
  - **Enhance Neighborhoods:** Scottsdale’s residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including rezoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.
  - **Seek Sustainability:** Scottsdale is committed to the effective management of its finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs.
  - **Support Economic Vitality:** Scottsdale is committed to the goal of supporting its existing economic strengths by targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community, which strengthen our ability to meet this goal.
  - **Advance Transportation:** The transportation system must be the backbone of Scottsdale, supporting its economy and serving and influencing its land use patterns in a positive way.
  - **Value Scottsdale’s Unique Lifestyle and Character:** Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. The preservation of this unique lifestyle and character will be achieved through a respect for our natural and man-made environment, while providing for the needs of our citizens.
- An enhanced focus on “character and quality” in development; and
- A three-level approach to planning: Citywide, Character Area, and Neighborhood Planning

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

## **Future in Focus/2001 General Plan**

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

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

- Growth management policies;
- Strengthening and preserving community character and neighborhoods;
- Involving the community in the decision-making process;
- Expanding transportation choices; and,
- Housing affordability and the need for moderately priced senior living facilities.



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

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

*- Future in Focus Community Involvement Outreach Summary, November 2000*



## Scottsdale General Plan 2035

General Plan 2035 started with a conversation about how Scottsdale should evolve over the next 20 years. That conversation began in early 2013 with a group of 80 youth in the Future Leaders Town Hall, followed by a consortium of 100 community members in the Visioning Scottsdale Town Hall. The conversation lasted for more than two years.



More than 1000 people were directly involved in the conversation—through one-on-one discussions; workshops; photo contests; online questionnaires; written submissions; Task Force, Planning Commission and City Council meetings; and community conversations. Many more were indirectly part of the conversation—by talking with each other, reading articles, blogging, and viewing General Plan exhibits and posters. Over the course of two years, ideas flowed. People listened, shared, and discussed hard topics.

In 2014, the effort culminated in the release of a draft 2035 Task Force recommended plan. However, due to other community initiatives, the draft plan never progressed through the State Statute required public hearing process, nor was the plan considered for adoption or ratification. In 2020, the 2014 Task Force draft plan was chosen as the baseline plan to begin a new General Plan update process. A Citizen Review Committee made up of representatives from city boards and commissions was formed to review the Task Force draft 2035 plan and provide suggested updates to it. As part of both the 2012 - 2014 and 2020 processes, some of the major concepts the community discussed included:

- Scottsdale is a special city in the heart of the Sonoran Desert.
- Scottsdale’s appearance, climate, specialty businesses, culture, leisure opportunities, education, and healthcare are what bring visitors and businesses to the community.
- Scottsdale is a mosaic of diverse neighborhoods, each one contributing in its own way to the “picture” that is Scottsdale.
- Recognizing that growth will continue in the city, the community insists on contextually-sensitive, responsible, and managed growth. The goal is not to be the fastest growing city in Arizona, but rather, continue to make Scottsdale the best place for growth that is likely to occur.
- Scottsdale is and should continue to be an economic destination city, this includes:
  - National and international tourists;
  - Regional visitors/shoppers;
  - Specialty, high-end retail;
  - A world class educational system;
  - A well-educated workforce and high-paying jobs;
  - A diversity of large and small businesses in a variety of sectors; and

- A place for a variety of socioeconomic levels and demographic groups.
- Scottsdale is a leader in preserving the natural environment and open spaces, as well as promoting environmentally-sensitive development.
- Scottsdale strives to be healthy and interconnected through a variety of transportation choices, continues to excel in environmental initiatives, and provides open space and recreation opportunities for community members.
- Scottsdale continues to be a multi-generational community, with people living here during all life stages.
- Some recognized challenges in the future include:
  - Accommodating growth in a sensitive and economically-responsible way;
  - Recognizing Scottsdale's population is aging and has one of the highest elderly populations in the country, we must continue to expand support and services to this growing demographic;
  - Realizing the community is reaching build-out, and therefore, future development will be primarily infill or redevelopment; it will be important to ensure this development integrates into existing neighborhoods;
  - Providing a range and diversity of housing options for the community;
  - Although the community will continue to use the automobile as the primary means of travel, encouraging use of a variety of mobility choices will enhance community health, reduce traffic congestion, and connect residents and visitors to destinations without using a car;
  - As established areas of Scottsdale revitalize and regenerate, providing access to significant, useable public open spaces and recreation opportunities will be important; and
  - Ensuring prudent implementation of the General Plan for consistency with the community's vision and values.

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



# 5. PHOTO CREDITS\*

\*Unless noted below, photo by City of Scottsdale

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George 'Doc' Cavalliere Park

# 6. ACKNOWLEDGEMENTS

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- Larry Bernosky (Airport Advisory Commission)
- Ross Cromarty (Neighborhood Advisory Commission, Resigned 8/20/2020)
- Steve Dodd (McDowell Sonoran Preserve Commission)
- Janice Eng (Human Services Commission)
- Shakir Gushgari (Development Review Board, Effective 10/15/2020)
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- Richard Newman (Tourism Development Commission)
- Shiela Reyman (Library Board)
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- Blair Schweiger (Historic Preservation Commission)
- Shannon Scutari (Industrial Development Authority, Resigned 8/27/2020)
- Janice Shimokubo (Human Relations Commission)
- Eloy Yndigoyen (Industrial Development Authority, Effective 9/1/2020)

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- Phil Allsopp (6/3/2013 - 11/3/2014)
- Kathe Barnes (6/3/2013 - 11/3/2014)
- Mike Bergfeldt (8/19/2013 - 11/3/2014)
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- Historic Preservation Commission
- Human Relations Commission
- Human Services Commission
- Library Board
- McDowell Sonoran Preserve Commission
- Neighborhood Advisory Commission
- Parks & Recreation Commission
- Scottsdale Arts
- Scottsdale Environmental Advisory Commission
- Tourism Development Commission
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