CALL TO ORDER

Mayor David D. Ortega called to order a Work Study Session of the Scottsdale City Council at 4:00 P.M. on Tuesday, February 9, 2021.

ROLL CALL

Present: Mayor David D. Ortega
Vice Mayor Betty Janik
Councilmembers Tammy Caputi, Tom Durham, Kathy Littlefield,
Linda Milhaven, and Solange Whitehead

Also Present: City Manager Jim Thompson, City Attorney Sherry Scott,
Acting City Treasurer Judy Doyle, City Auditor Sharron Walker, and
City Clerk Carolyn Jagger

PRESENTATIONS/INFORMATION UPDATES

  Presenter(s): Michelle Pabis, HonorHealth, Vice President, Government and Community Affairs

Honor Health Vice President, Government and Community Affairs Michelle Pabis gave a PowerPoint presentation (attached) on the status of the COVID-19 vaccination program.

PUBLIC COMMENT – None

1. Draft General Plan 2035 Update (1-GP-2021)
   Request: Presentation, discussion, and possible direction to staff regarding the Draft General Plan 2035.
   Presenter(s): Erin Perreault, Planning and Development Area Director
   Staff Contact: Randy Grant, Planning and Development Services Director, 480-312-2664,
rgrant@scottsdaleaz.gov

NOTE: MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.
Planning and Development Area Director Erin Perreault gave a PowerPoint presentation (attached) on the Draft General Plan 2035.

Section 1 – Preface; Vision Statement and Community Values

There was consensus to:

- Strengthen the language of the General Plan by reinstating some of the words such as “should” and “will” as much as possible.
- Shorten the introduction to the General Plan document by making the Executive Summary (14 total pages, iii-xvi) into a separate Companion Piece to the General Plan itself, placing the Foundation for the Vision – Historical (6 total pages, 14-19) and Community Profile – Historical Portions (8 total pages, 32-39) into the General Plan appendix, and retaining the Prologue, Purpose of the General Plan and Community Profile portions “Place in the Region” and “Demographics” at the beginning of the General Plan.
- Test the following vision statements with the public: 2001 Vision Statement; 2014 Task Force Vision Statement with the Community Aspirations; and Vice Mayor Janik’s proposed Vision Statement.

Councilmembers made the following suggestions:

- Replace “southwestern tourist destination” with “international tourist destination” to be consistent throughout the document.
- On page 12, under Community Value Respect Character and Culture, consider that there is not a lot in terms of references to history, culture or the “West’s Most Western Town.”
- On page 12, consider adding a guiding principle (value) for the original township that would read “Respectfully consider the original township area as low profile, low-density and pedestrian character.”
- A request was made to have more detail brought back regarding the suggestion of the original township guiding principle so that all members of Council can understand where in downtown it would apply, more detail will be provided at the next Work Study Session.
- On page vi, replace Framing the Future – “Our Vision and Values” with “Vision, Community Aspirations and Values” and capitalize words “vision”, “aspirations”, and “values” in the second paragraph. Make it clear in the plan that the Vision and Aspirations are tied together – locate vision and three aspirations on one page.
- Replace the word “academic” with more appropriate verbiage such as “educational.”
- On page ix, under Sustainability and Environmental Chapter elements, acknowledge the importance of climate action and resiliency.
- On page xii, under Circulation Element, revise to be more inclusive of other mobility options and more strongly worded, not so heavy on the automobile as the primary mode of transportation.
- Page 36 on the McDowell Sonoran Preserve – shorten, clarify amount of Preserve land purchased versus what was originally identified to be purchased and remainder that could be purchased. Also need updated reference to Prop 420 Charter Amendment changes. Planning staff will coordinate with Preserve staff and provide information regarding Preserve land acquisition to the Council and revised language for this page.
- Consider renaming “Community Values” to what we have in 2001 Plan – “Guiding Principles.”
Section 2, Chapter 1 – Land Use Element

There was consensus to test the Employment/Office land use combination and proposed new Desert Rural land use designation/major amendment process ideas with the community during public outreach.

Councilmembers made the following suggestions:

- On page 69, Goal LU 5.1, reinstate the words “reduce automobile use and improve air quality.”
- On page 70, remove Goal 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.”
- On page 74, separate Natural Open Space and McDowell Sonoran Preserve into two separate categories – Preserve should not be indented under Natural Open Space.
- On page 74, reference Prop 420/City Charter language related to the McDowell Sonoran Preserve.
- On page 75, remove reference to the Infill Incentive District Overlay.
- On page 76, on the Land Use Category Criteria Table, divide Rural Neighborhoods into two categories – Rural Neighborhoods and Desert Rural Neighborhoods to protect larger equestrian and residential properties. A change from Desert Rural to Rural Neighborhoods would be a major General Plan amendment.

Section 2, Chapter 1 – Land Use Element, General Plan Amendment Criteria

There was consensus to take the following items to the public for comment:

- Original four amendment criteria with public edits, including modified Criteria 2, which would now require a major General Plan amendment for changes greater than 10 acres citywide, versus 10 acres generally in the southern portion of the community and 15 acres in the northern portion of the community as it is in the existing 2001 General Plan.
- New criteria No. 5 (Change to the Amendment Criteria and/or Land Use Category Definitions); No. 6 (Growth Area Criteria); and No. 7 (General Plan Land Use Overlay Criteria).
- Retaining existing exceptions to the major amendment criteria carried over from the 2001 General Plan and as amended in the 2035 draft Plan, for area specific flexibility. Areas include the Regional Use Overlay (Airpark Area), Shea Corridor, and Mayo Support District.

Councilmembers made the following suggestions:

- Include definitions on what can be built, and not built, on non-private Natural Area Open Space lands.
- Require the redevelopment of public open space and public buildings to be a major general plan amendment.

Section 2, Chapter 1 – Character/Design Element

There was consensus to take the following items to the public for comment:

- Maintain the element moving forward.
- Find a happy medium between “taller/lower scale” and “stories” language.
- Retain the Character areas as proposed – both adopted and anticipated future areas.
- Do not restore the bullets under the Rural/Rural Desert Character Types that are specific to the northern portion of the City only.
- Restore the original language in CD 1.2, 1.4, and 7.5.
Councilmembers made the following suggestions:

- Consider a character plan for the original township area of Scottsdale as to low profile, low density, and pedestrian character. Mayor Ortega will draft a plan with a map to describe the area and bring them back to Council for further discussion at the next Work Study Session.
- Consider adding references to tree canopies, a tree canopy plan, and the Emerald Necklace to Goal 5, and Policies CD 5.1 and 5.2 (Page 58).

ADJOURNMENT

The Work Study Session adjourned at 8:23 P.M.

SUBMITTED BY:

Carolyn Jagger, City Clerk

Officially approved by the City Council on March 2, 2021
CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona, held on the 9th day of February 2021.

I further certify that the meeting was duly called and held, and that a quorum was present.

DATED the 2nd day of March 2021.

Carolyn Jagger, City Clerk
COVID 19 Vaccination Update

Michelle Pabis
Vice President, Government & Community Affairs

Ready, Set, Go!

- August 2020: HonorHealth creates internal Vaccination Steering Committee to be ready to rapidly store, prepare, administer, & monitor multiple vaccines.
- October 2020: City of Scottsdale Emergency Manager and SFD join HonorHealth planning teams. City helps purchase ultra-low temp freezers for vaccine storage.
- November 2020: HonorHealth selected and contracted as one of five regional points of distribution for COVID vaccines in Maricopa County for Phase 1A.
- December 17, 2020: HonorHealth NE Region POC is one of the first to go live in AZ with Pfizer vaccine distribution.
- December 2020-January 2021: Over 41k vaccine doses administered at HonorHealth NE POC for healthcare workers & first responders.
- January 2021 - currently: Nearly 17k vaccine doses administered to date at HonorHealth NE POC for law enforcement, school/childcare personnel and adults age 75+.
  Second dose appointments start 2/11.
COVID Vaccine Prioritization Process

FEDERAL: Advisory Committee on Immunization Practices (ACIP) makes recommendation to Centers for Disease Control (CDC) who incorporates into the overall strategy and makes recommendation to the states.

STATE: Arizona’s Vaccine and Antiviral Prioritization Advisory Committee (AZ VAPAC) makes recommendations to the counties.

15 COUNTIES: Reviews the AZ VAPAC information and may further prioritize depending on vaccine supply. Sets the guidelines for vaccine providers in their county.

VACCINE PROVIDERS (healthcare systems, physician offices, FQHCs, pharmacies): The role of different partners in vaccine distribution will depend on vaccine supply and the stage of the vaccine distribution plan.

MCDPH Prioritization Overview

Phase 1
- Healthcare Workers
- Emergency Medical Services Workers
- Long-term Care Facility Staff & Residents
- Essential Workers

Phase 2
- Younger
- Age 75 and Older
- Adults with Any Age with Medical Conditions

Phase 3
- Any Smoking
- Phase 1 Populations
- Any Other
- Phase 2 Populations

Any Remaining/Phase 1 or 2 Populations

Addiction
High-Risk/Critical Population

General Population

Any Smoking
Phase 1 Populations

Addition
High-Risk/Critical Population

General Population

2/11/2021

4
Phase 1A:
- Hospitals
- Fire/EMS
- Outpatient Clinics
- Pharmacies

- 10 licensed acute care hospitals including HonorHealth and Mayo employees.
- 10 EMS/Fire Departments including Scottsdale Fire.
- Health care workers (paid and unpaid persons) serving in healthcare settings who have the potential for direct or indirect exposure to patients or infectious materials.

Phase 1B Prioritized: School Personnel

- Four School Districts served at HonorHealth NE POD including Scottsdale Unified, Paradise Valley Unified, Cave Creek Unified and Fountain Hills.
- Charter and private schools in 19 NE zip codes including Basis, Great Hearts and Phoenix Diocese schools.
- SUSD/PVUSD Blitz Weekends
Phase 1B
Prioritized: Adults Age 75+

- Direct outreach and scheduling through HonorHealth MyChart and phone banking.
- Special outreach to vulnerable populations including Desert Mission and NOAH.
- Partnership with COS Senior Centers for appointment scheduling and on-site vaccinations.

Looking Ahead...

- Vaccine supply is biggest challenge to expansion by State and County.
- Vaccine providers must be onboarded through ADHS and require a medical director and ASILS access.
- More access points including PQHCs, pharmacies, physician offices and targeted events.
- Be patient but when it’s your turn, take your shot!
Draft Scottsdale General Plan 2035
Case: 1-GP-2021
City Council Work Study Session
February 9, 2021

Recommended Approach

- Publicly review/discuss CRC recommended draft Scottsdale General Plan 2035 in order of plan organization
- Review/address public comments provided on the draft plan
- When City Council direction is provided, city staff will mockup suggested plan changes for public/Council review/input
City Council Study Sessions/Meetings on Draft Scottsdale General Plan 2035

- Tuesday, February 9th - 4:00 PM Work Study Session (Tonight)
- Tuesday, March 2nd – 4:00 PM Work Study Session
- Tuesday, March 9th – 4:00 PM Work Study Session
- Tuesday, March 23rd – 4:00 PM Work Study Session
- Tuesday, April 13th – Reserved for Work Study Session

Arizona State Statutes & 2001 General Plan

Required under ARS 9-461.05
- Update required every 10 years
  - Enhanced Public Outreach
  - Planning Commission Recommendation
  - City Council Adoption
  - Voter Ratification

2001 General Plan
- City Council Adopted October 30, 2001
- Ratified by public vote March 12, 2002
2001 General Plan Update

2009 – 2011

• 19-member General Plan Working Group
  • One person from each board/commission
• Extensive citywide public outreach
• 2011 Draft Plan included content retained from 2001 General Plan
• Added new state statute required elements
• City Council Adopted October 25, 2011
• Not Ratified by the Voters March 13, 2012

2035 General Plan Update

2012 – 2014

• Visioning Town Hall – 100 Citizens
• Council-appointed 25-member Task Force
  • 32 public meetings
• New Elements created by Task Force
  • Arts, Culture + Creative Community
  • Healthy Community
• New state statute required elements added
• Extensive citywide public outreach
  • 5 Community Workshops – Plan Content
  • 6 Community Open Houses – Plan Review
  • Ongoing On-line Engagement
  • Meetings with Individuals/Community Groups
• Base Plan - Current General Plan Update Process
Process and Timeline – Current General Plan Update

- Phase 1 – Data Collection and Analysis (completed)
- Phase 2 – City Staff Technical Advisory Committee Review (completed)
- Phase 3 – Citizen Review Committee (completed)
- Phase 4 – Public Outreach & State Required Adoption Process (Jan – Jun 2021)
- Phase 5 – Consideration of Voter Ratification (November 2021)

CRC 2035 Draft Plan Organization

- 3 Sections – Preface, Chapters, Appendix
- 8 Chapters – Organize the Elements
- 23 Elements
  - 17 State Mandated Elements
  - 6 Community Created Element
    - Character & Design (2001)
    - Arts, Culture & Creative Community
    - Community Involvement (2001)
    - Healthy Community
    - Economic Vitality (2001)
    - Tourism
1. CHARACTER & CULTURE

INTRODUCTION

Salt Lake City is a special place. It is a first and foremost a residential community and an environmental leader. Its geographic size, Salt Lake City is a large community, and its topographic diversity has resulted in a variety of development patterns: dense urban core, conservation of open spaces, urban parks, heritage character areas, and other areas. Understanding the collection of unique features, Salt Lake City has worked to preserve areas in nature, protected lands, open space transfers, historic resources, and natural areas, and, following an assessment of employment and economic opportunities, while retaining land uses that enhance ecological health.

Salt Lake City is a living community that is in the process of transformational change. The city is in the process of many new developments and opportunities for residents, businesses, and communities. This comprehensive approach to planning will ensure that we maintain a balance between the growth and development needs of the community, land-use, and environmental quality in the community.

EVALUATION OF THE ROLE OF THE CHICAGO CHARACTER & CULTURE CHARTER

The character and design of Salt Lake City reflects the community's continuing commitment to quality design, authentic sites and cultures, and the protection of Salt Lake City's natural heritage. Through the General Plan, Character Area Plans, and Neighborhood Plans, Salt Lake City will continue to be held high regard locally, nationally, and internationally.

ELEMENTS IN THIS CHAPTER:

- Character & Design
  - Land Use
  - General Plan Amendment Criteria
- Cultural, Community

Salt Lake City's concept of character and design is an essential component of the city's identity and helps to define the unique character of the city. This comprehensive approach to planning will ensure that we maintain a balance between the growth and development needs of the community, land-use, and environmental quality in the community.

Charter & Culture

CHARACTER & DESIGN ELEMENT

Enhancements to the design and culture of Salt Lake City will improve the overall experience of the city. Enhancements to the design and culture of Salt Lake City will improve the overall experience of the city.
2035 Draft Plan Excerpt:

Character & Design

Character & Design Element

2001 General Plan Excerpt

Character & Design Element

Materials in Council Packet to Assist Council & Discussion/Direction on Draft General Plan 2035

- Attachment #1 – Council Adopted Process & Procedures
- Attachment #2 – Matrix of Public Comments Collected 2014-2020
- Attachment #3 – Unformatted Public Comments as Collected
- Attachment #4 – CRC Recommended Draft 2035 Plan – Clean Version
- Attachment #5 – CRC Recommended Draft 2035 Plan – Tracked Edits
- Attachment #6 – City Legal Review Items Used During CRC Meetings
## CRC Draft Plan

- CRC Draft 2035 General Plan
  - CRC Modifications to Plan
  - City Staff TAC Input
  - Citizen Outreach (2014 - current)

(NEW) = Content created by GP Task Force
‡ = State Required Content

Maintaining RED or GREEN text indicates CRC acceptance of the suggested edits for inclusion in plan.

If RED or GREEN text has LIGHT BLUE strike through lines this indicates that the CRC has recommended striking the suggested edits.
**CRC Draft Plan - Executive Summary/Prologue**

- Public comments received suggesting draft plan is too long –
- Sections that can be adjusted include:
  - Executive Summary – Companion Piece to General Plan (i; iii–xvi)
  - Prologue – Retain in Plan (1; 3)
  - Foundation for the Vision – Historical, Appendix (6; 14–19)
  - Purpose of the General Plan – Retain in Plan (10; 22–31)
  - Community Profile – Historical Portions Appendix (8; 32–39), Retain Place in Region/Demographics in Plan (3; 40–42)

- Hold the review of the Executive Summary content to take place following review of the entire Draft Plan
  - Changes to Draft Plan will need to be reflected in Executive Summary

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**Draft Plan Language**

- Public comments about plan language changes – should, will etc.
  - General Plan is an aspirational policy plan:
    - CRC/staff made concerted effort to reduce regulatory language
  - Internal consultation that language can be restored throughout plan as suggested in public comments
Community Profile - Population

- 2001 General Plan:
  - Build-out Population Projection 300,000 (2020)
  - Population of Scottsdale 258,069 (July 2019)

- Draft 2035 Plan:
  - Build-out Population Projection 316,700 (2055)

- Not "target population" numbers
  - City has never set a "target population"
  - Population projections based on mix/type of General Plan land use

Section 1 – Preface

Vision Statement
General Plan
Vision Statements

- Vision statements are inspirational, lofty, & ambitious - they don’t contain details or steps for achieving goals
- City is reaching build-out, vision more likely to maintain/enhance than a bold new vision
- Public input – maintain/enhance all that Scottsdale offers today
- Vision Statements are not state mandated

Town of Carefree - Vision Statement

- General Plan 2030 (2012)
- Provides extensive background/history
- Future-forward looking in last paragraph
- Contains details/steps

2. VISION STATEMENT

Carefree is a unique, central desert town nestled among vegetated slopes inside the Upper Sonoran Desert. The Town is surrounded by the Tonto National Forest, the Sonoran Desert, and the Verde River. The Town is a community where residents enjoy a lifestyle that blends into the quiet of the natural desert. All of the planning and vision goals and steps are taken to maintain the quality of life.

The community expects to maintain the characteristics of a community with high quality of life, a vibrant Town Center, and a well-designed mixed-use neighborhood that laced into the natural features and serve to the natural vegetation and wildlife.

As the Town grows, the Town will face unique challenges as it develops its vision. The remaining communities surrounding the Town have as much affect on the Town's ability to maintain its desired lifestyle. While the Town may be isolated, it is also not isolated in identifying the components of this growth to ensure the community's unique character and maintain the natural vegetation and wildlife.

Looking forward, the Town can address the challenges and preserve its unique lifestyle by striving for sustainability. From an economic perspective, more developments should be targeted which enhance the community's ability to foster new businesses and support the existing businesses and neighborhoods. Additionally, development should be captured and reduced if its impact on the sensitive nature of the Upper Sonoran Desert. In doing so, the Town will be more mindful of greening its goals and objectives and becoming more an exceptional place to enjoy its diverse amenities and natural environment.
City of Phoenix - Vision Statement

• General Plan 2015 (2015)
• Future/forward looking
• Motivational & inspirational
• Defines its current status and where its heading
• Contains some details/steps

Town of Gilbert - Vision Statement

• General Plan 2020 (2020)
• Future/forward looking
• Communicates shared values
• Inspirational – incorporates values, but does not get into details/steps
Task Force Draft 2035 General Plan

Vision Statement

- Visioning background and history:
  - 100 citizens participated in drafting a Town Hall Vision Statement

- Town Hall Vision Statement – taken out to public for further comment/refinement

- General Plan Citizen Task Force – further refined and created the Vision statement found in baseline 2035 Draft Plan (2014)

23

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Town Hall Vision Statement

A Vision for the Future

The community values set forth above are an integral part of this vision statement and are incorporated herein.

We will be a city bounded on and adhering to its community values, which leverages its rich Southwestern history, where the past is celebrated, while managing our future based on preserving those values. We will be an active, globally interconnected, and multi-generational city where residential neighborhoods and commercial districts co-exist harmoniously with each other and the environment; where a culture of wellness is promoted; where people are committed to and respect each other; and where growth is managed responsibly and with respect for nature, sustainability, wellbeing, character, and unique environmental assets such as our Sonoran Desert and our McDowell Sonoran Preserve. We will be a vibrant and welcoming city with a unique international reputation for natural beauty, innovation, arts and culture, economic vitality, and liability.

We will continue to create a safe, attractive, vibrant and sustainable city for ourselves, our children, our visitors and future generations.

We will be a city where citizens are esteemed active primary stakeholders in their city government.

We will preserve, protect and enhance neighborhoods, and historically significant structures and sites, while protecting property rights.

We will be a city that draws visitors from around the world because of its internationally recognized brand reflected in its physical appearance, desert views, pavilions, world-class amenities, use of, open spaces, high quality of life, healthcare resources, thriving, unique and walkable downtown; and its arts, culture and recreation opportunities.

We will create an innovative and sustainable city that is economically prosperous, an honest place to do business and that allows a multitude of opportunities for all citizens.

We will create, grow and attract diverse, world-class businesses and entrepreneurs that leverage technology, and innovation to fuel the local community and benefit the global economy.

We will have a thriving, well-educated workforce; strong, safe neighborhoods; and a wide range of innovative, efficient and effective mobility options that connect to citywide and regional networks.

We will be a city that promotes meaningful open spaces with new development and that respects and preserves Scottsdale’s mature neighborhoods, the Indian Bend Wash Greenbelt, canal banks, neighborhood parks, and a thriving downtown.

We will be one of the finest cities in which to live and a place where the Southwest and the 21st Century join hands.
General Plan 2035 Visioning Background: Task Force Vision Statement Discussion

- Future Tense – describe community of the future
- Short/Memorable
- Create a visual vision statement using themes
- Remove redundancy in Town Hall Vision Statement
- Keep integrity of Town Hall Vision Statement
- Needs to apply to entire city/General Plan

TOWN HALL VISION & VALUES

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

Our Primary Community Aspirations:

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

**Outstanding Livability**- Scotsdale will continue to offer a variety of multi-generational lifestyle choices that are responsibly planned, connected, attractive, and supported with appropriate infrastructure and services for urban, suburban and rural living. Our neighborhoods will advance human well-being, safety, and happiness through promotion of physical and social connection.

**Community Prosperity**- Scotsdale will be a thriving, prosperous city that attracts and grows world-class businesses, leverages technology, encourages innovation and creativity, and cultivates a well-educated workforce. Our citizens shall have opportunities to prosper.
2014 Task Force Vision

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

2010 CRC Vision

VISION
Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination. Our Scottsdale's diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale will thrive by as a result of our educated citizenry and by attracting and retaining business centers of excellence that encourage innovation and prosperity. SCOTTSDALE WILL BE AN EXCEPTIONAL SONORAN DESERT EXPERIENCE AND THE PREMIER SOUTHWESTERN TOURIST DESTINATION. (NEW)

2003 General Plan Vision

- Recognizing the natural environment, urban centers, and transportation corridors as major factors in the planning process;
- Promoting a diverse and vibrant city that offers a quality of life that is consistent with the city's vision and values;
- Creating a city that is characterized by its unique cultural and natural resources;
- Promoting a balanced and sustainable use of land and natural resources;
- Enhancing the city's economic vitality and quality of life by encouraging mixed-use development and encouraging the preservation of open space and natural areas;
- Promoting a city that is safe, secure, and has a high quality of life for all residents.

2035 Draft General Plan Vision

VISION
Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination. Scottsdale’s diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale will thrive by as a result of our educated citizenry and by attracting and retaining business centers of excellence that encourage innovation and prosperity. SCOTTSDALE WILL BE AN EXCEPTIONAL SONORAN DESERT EXPERIENCE AND THE PREMIER SOUTHWESTERN TOURIST DESTINATION. (NEW)

2001 General Plan Vision

- Recognizing the natural environment, urban centers, and transportation corridors as major factors in the planning process;
- Promoting a diverse and vibrant city that offers a quality of life that is consistent with the city's vision and values;
- Creating a city that is characterized by its unique cultural and natural resources;
- Promoting a balanced and sustainable use of land and natural resources;
- Enhancing the city's economic vitality and quality of life by encouraging mixed-use development and encouraging the preservation of open space and natural areas;
- Promoting a city that is safe, secure, and has a high quality of life for all residents.

2035 Draft General Plan Vision

VISION
Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination. Scottsdale’s diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. Scottsdale will thrive by as a result of our educated citizenry and by attracting and retaining business centers of excellence that encourage innovation and prosperity. SCOTTSDALE WILL BE AN EXCEPTIONAL SONORAN DESERT EXPERIENCE AND THE PREMIER SOUTHWESTERN TOURIST DESTINATION. (NEW)
VISION
Scottsdale's diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. We will thrive as a result of our educated citizenry and by attracting and retaining business centers of excellence that encourage innovation and prosperity. Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination.

Draft Vision Statement — Provided by Vice Mayor Janik

VISION STATEMENT — Scottsdale 2035 Draft General Plan Vision

Scottsdale will:

- Be a safe, attractive, vibrant and sustainable city founded on and adhering to its community values, and managing our finite resources and preserving those values.
- Embrace our heritage, where the past is recognized and inclusively celebrated.
- Be an active, globally interconnected, and multi-generational city where residential neighborhoods are safe, protected and preserved and harmoniously co-exist with commercial districts and the environment.
- Preserve and expand our meaningful open spaces.
- Promote a culture of wellness.
- Be a place where people are committed to and respect each other, and where citizens are primary stakeholders in their city and government.
- Manage growth responsibly and with impact for nature, sustainability, wellbeing, character, historically significant structures and sites, and unique environmental assets such as the Sonoran Desert and our McDowell Sonoran Preserve.
- Be a vibrant, economically prosperous, and welcoming city with a unique international reputation for natural beauty, innovation, opportunity, arts and culture, economic vitality, and livability.
- Continue to be a tourist destination around the world because of our internationally recognized brand reflected in our city's physical appearance, desert water, the Preserve, world-class events, resorts, historical heritage, high quality of life, healthcare resources, thriving, unique and walkable downtowns, and arts, culture and recreation opportunities.
- Become a green and energy diverse, world-class businesses and entrepreneurs that leverage technology, innovation, and a diverse, well-educated workforce to fuel the local economy and benefit the global economy.
- Have a wide range of innovative, efficient and effective mobility options that connect people to their jobs and regional destinations.

We will be one of the most visited cities in which to visit, live, work, and play a place where the Southwest and the 21st Century join hands.
Section 1 – Preface

Vision Statement & Community Aspirations

TOWN HALL VISION & VALUES

Vision

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

Our Primary Community Aspirations:

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

- **Outstanding Livability** - Scottsdale will continue to offer a variety of multi-generational lifestyle choices that are responsibly planned, connected, attractive, and supported with appropriate infrastructure and services for urban, suburban and rural living. Our neighborhoods will advance human well-being, safety, and happiness through promotion of physical and social connection.

- **Community Prosperity** - Scottsdale will be a thriving, prosperous city that attracts and grows world-class businesses, leverages technology, encourages innovation and creativity, and cultivates a well-educated workforce. Our citizens shall have opportunities to prosper.
VISION
Scottsdale's diverse neighborhoods will foster outstanding livability through connected, healthy and sustainable communities. We will thrive as a result of our educated citizenry and by attracting and retaining business centers of excellence that encourage innovation and prosperity. Scottsdale will be an exceptional Sonoran Desert experience and the premier southwestern tourist destination.

Community Aspirations

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

Outstanding Livability- Scottsdale will continue to offer a variety of multi-generational lifestyle choices that are responsibly planned, connected, attractive, and supported with appropriate infrastructure and services for urban, suburban, and rural living. Our neighborhood experiences will advance well-being and safety through promotion of physical and social connection.

Community Prosperity- Scottsdale will be a thriving, prosperous city that attracts and grows world-class businesses, leverages technology, encourages innovation and creativity, and cultivates ACADEMIC OPPORTUNITIES FOR a well-educated CITIZENRY AND workforce.

Section 1 – Preface

Community Values
Town Hall Report Community Values

1. Foster responsible, just, efficient, and transparent governance of all of our community values through strong community leadership, continuous outreach, and engaged citizens.

2. Define and articulate our commitment to environmental, economic, social well-being and educational quality by vigorously evaluating both short- and long-term impacts of our decisions prior to moving those decisions forward.

3. Create, protect, and preserve neighborhood, unique attributes and character, local identity, safety, and access to and transportation with other neighborhoods in the community in a manner that the residents have an exceptional lifestyle quality of life.

4. Diversify and enhance our community with a wide range of geographic and generational backgrounds to make Scottsdale a community by showcasing policies and the implementation of policies that win and maintain the community.

5. Respect the southwestern environmental character of the city, our Desert and Desert Preserve and our Desert National Park as a way to innovatively collaborate with neighboring cities and Federal/State agencies to preserve, protect and enhance natural resources.

6. Encourage activities and initiatives that promote a culture of information and sharing physical and mental health and well-being for residents, visitors, and businesses.

7. Recognize and build on the continuing evolution of our transportation and culture, and continue to innovate and execute that vision for the future.

8. Promote, coordinate, and communicate cost-effective, diverse, affordable, and innovative land and transportation opportunities with a focus on mixed-use and multi-modal options.

9. Emphasize the importance of maintaining a high standard of appearance, public safety, sanitation, and aesthetics while providing a comfortable and walkable environment.

10. While supporting and maintaining the unique qualities, characteristics, and identity that make Scottsdale special, anticipate, provide for its growth, and ensure change that is consistent with our values, contribute positively to the future, and the growth of Scottsdale.

Scottsdale Values...

Civic Leadership and Engaged Citizenship

- Expect strong visionary leadership
- Inclusiveness
- Respect human dignity of all and recognize and embrace diversity

Multi-Faceted Heritage and Culture

- Support continued evolution of Scottsdale’s diverse southwestern heritage
- Sustainability
- Evaluate impact of decisions on environmental, economic and social quality

High Standards

- Scottsdale known for high standards of appearance, safety, accessibility, levels of service
- Our Enviros Quality of Life and Unique Neighborhoods
- Creating, revitalizing, preserving, and protecting our neighborhood identity, character, viability, safety, and connectivity

Economic Sustainability

- Embrace diverse, creative, and innovative economy

Natural Environment

- Lead region in stewardship and management of Sonoran Desert environment

Strategic, Responsible Growth

- Development and redevelopment supports and maintains Scottsdale’s unique qualities, characteristics, and identity
- Health and Wellness
- Culture of life-long physical/mental health and well-being

Human Connection

- Human connection across all geographic, cultural, and generational boundaries
- Mobility Choices
- Cost-effective, diverse, affordable, adaptable, and innovative local and regional mobility options

Regional Leadership and Collaboration

- Collaborate as a local/regional/global leader
OUR COMMUNITY VALUES

These values will influence the design and implementation of the General Plan and the General Plan will reflect these values and principles. The values are derived from the knowledge and input of the community and are essential to the successful implementation of the General Plan.

- Foster Character and Culture
  - Foster a sense of belonging, identity and purpose.
  - Promote a unique vision and identity.
  - Support the arts and cultural expressions.

- Empower the Community
  - Empower the community to take action.
  - Promote a sense of ownership and stewardship.
  - Support the growth of community organizations.

- Respect Character and Culture
  - Respect and preserve cultural and natural resources.
  - Support the arts and cultural expressions.

- Connect the Community
  - Connect the community to the natural environment.
  - Support the arts and cultural expressions.

- Catalyze and Engage
  - Catalyze and engage the community in planning and decision-making.
  - Support the arts and cultural expressions.

- Respect Character and Culture
  - Respect the natural environment.
  - Support the arts and cultural expressions.

- Foster Well-Being
  - Foster a sense of belonging, identity and purpose.
  - Promote a unique vision and identity.
  - Support the arts and cultural expressions.

- Connect the Community
  - Connect the community to the natural environment.
  - Support the arts and cultural expressions.

- Catalyze and Engage
  - Catalyze and engage the community in planning and decision-making.
  - Support the arts and cultural expressions.

- Respect Character and Culture
  - Respect the natural environment.
  - Support the arts and cultural expressions.

Request for City Council Direction

Comments/Questions/Direction

Executive Summary/ Section 1 - Preface

Council Decision Points

- Exec. Summary/Sect. 1 Preface
  - Prologue
  - Foundation for the Vision
  - Purpose of General Plan
  - Community Profile
  - Draft Plan Language
  - Vision Statement
  - Community Aspirations
  - Community Values

Staff Rec./Public Input

- Companion Piece
- Retain in Plan
- Appendix
- Appendix (32-39); Retain in Plan (40-42)
- Reimplement Language – should, will etc.
- Test CRC or Task Force/2001 in Outreach
  - Consider Alternate Vision Language Proposed
- Test CRC or Task Force in Outreach
- Retain in Plan as Proposed by CRC
Section 2 - Chapters

Chapter 1 – Character & Culture

Character & Design Element
Land Use Element
Arts, Culture & Creative Community Element

CRC Draft Plan:
Character & Culture Chapter

- Emphasizes the importance of:
  - Diversity in character
  - Quality of design
  - Varied lifestyle choices
  - Commitment to the arts

- State-mandated element:
  - Land Use
    - Future Land Use Map
    - General Plan Amendment Criteria

- Community-created elements:
  - Character & Design
  - Arts, Culture, & Creative Community
Section 2 - Chapters

Chapter 1 – Land Use Element

**CRC Draft Plan:**

**Land Use Element**

- Goals Include:
  - LU 1 Enhance economic viability & character
  - LU 2 Sensitive y integrate land uses
  - LU 3 Maintain a balance of land uses
  - LU 4 Land use patterns that support mobility
  - LU 5 Land use patterns that conserve resources
  - LU 6 Improve economic well-being
  - LU 7 Protect the Scottsdale Airport

- General Plan Amendment Criteria
- Future Land Use Map
State Statute Requirements - ARS 9-461.05

a) Designates the proposed **general distribution & location of land uses**

b) Includes a statement of the standards of **population density & building intensity** recommended for the various land use categories

c) Identifies specific **programs and policies** that the municipality may use to **promote infill or compact form development activity & locations** where those development patterns should be encouraged

d) Includes **consideration of air quality & access to incident solar energy** for all general categories of land use

e) Includes policies that address **maintaining a broad variety of land uses** including the range of uses existing in the municipality when the plan is adopted, readopted or amended

f) Includes **sources of currently identified aggregates** from maps that are available from state agencies, policies to preserve currently identified aggregates sufficient for future development and policies to avoid incompatible land uses

---

**LAND USE ELEMENT**

Scottsdale has evolved as a community in line with the 1980’s and transition in 1990’s, shifting as a development-oriented community merged with terms and definitions. Scottsdale has a large-scale development cycle, appropriate for large and small areas. Buchanan and Smith’s definition, and includes retail, tourist, and natural habitat. Buchanan and Smith divided the land use element into three categories: natural, cultural, and historical. Buchanan and Smith defined the use of land to include the quality and quantity

- **Scenics and Tourism**
  - Scottsdale is the major tourist destination of the Metropolitan Area. Although not a major tourist destination in Scottsdale, it has less specialized shopping,零售, and accommodation buildings. Buchanan and Smith’s definition of natural and cultural areas also applies to natural geographical area. Buchanan and Smith divided the land use element into three categories: natural, cultural, and historical. Buchanan and Smith defined the use of land to include the quality and quantity

- **Desert Preservation Area**
  - The preservation area of the mid-1980’s led to a strong community desire to preserve the large expanses of Saguaro Desert, particularly in and around the McDowell Mountains. Buchanan and Smith's definition of natural areas preserved with the intention of maintaining a distinct and unique identity as a natural preserve.
Land Use Element

Non-Residential Land Use Categories:
- COMMERCIAL: Commercial areas provide a variety of goods and services to the public as well as jobs for residents and visitors. They are designed to attract and accommodate a variety of commercial activities.
- LIGHT INDUSTRIAL/PROFESSIONAL: Light industrial/Professional office areas provide a variety of employment opportunities. Businesses include, but are not limited to, light manufacturing, warehousing, and other light industrial and office-oriented activities. Light industrial/office areas are generally located in areas where they can be integrated into the surrounding community.
- OFFICE: Office/Professional Office Land Use Category includes a variety of office uses. Office buildings provide office space and services to businesses and professionals. They are designed to accommodate the specific needs of the businesses and professionals who will occupy the space.
- CULTURAL/RECREATIONAL: The Cultural/Recreational Land Use Category includes a variety of public and private facilities for cultural and recreational activities, such as libraries, museums, parks, and other community services.

Developed Open Space Category:
- DEVELOPED OPEN SPACE: The Developed Open Space Category includes parks, playgrounds, sports fields, golf courses, and other similar facilities. Developed open space is designed to provide recreational opportunities for the community.

Land Use Element

Land Use Element

Land Use Element

Land Use Element

Land Use Element

Land Use Element

Land Use Element

Land Use Element

Land Use Element

Land Use Element

Land Use Element

Land Use Element
2035 General Plan
Future Land Use Map

- Maintains Existing Land Uses
  - Combined Employment and Office Categories
  - Mapped Developed Open Space
  - Mapped Natural Open Space
  - Circle Designation References are Case Specific
  - Removal of Resort Stars

- Addresses Airport
  - Goal/Policies
  - Noise Contours Map
2035 General Plan
Land Use Map

- No proposal to amend any of the land use designations - including Rural Neighborhoods

- Community discussion regarding the addition of a new “Desert Rural” Neighborhood land use
Land Use Acreage Result

Citywide – 118,297 acres
- Desert Rural Neighborhoods: 6% (7,578 acres/1,374 Parcels)
- Rural Neighborhoods: 20% (23,400 acres)

Desert Foothills CAP – 5,522 acres
- Desert Rural Neighborhoods: 24% (1,351 acres)
- Rural Neighborhoods: 72% (3,972 acres)

Dynamite Foothills CAP – 8,778 acres
- Desert Rural Neighborhoods: 25% (2,193 acres)
- Rural Neighborhoods: 16% (1,439 acres)
Comments/Questions/Direction
Chapter 1 — Land Use Element

Council Decision Points

- Land Use
- Employment/Office
- New Desert Rural

Staff Rec./Public Input

- Maintain Mix/Location of Land Uses
- No Staff Recommendation
- Community Outreach

Section 2 - Chapters

Chapter 1 — Land Use Element

General Plan Amendment Criteria
State Statute Requirements - ARS 9-461.05

- General Plans are required under ARS 9-461.05 to include criteria that identify and allow for amendments
  - Each municipality establishes own criteria
  - Criteria defines what constitutes major & non-major (minor) amendments
  - Scottsdale General Plan is & must remain legally amendable

General Plan Amendment Criteria

Major amendment:
“substantial alteration of the municipality’s land use mixture or balance as established in the existing general plan land use element.”

<table>
<thead>
<tr>
<th>Major Amendment</th>
<th>Minor Amendment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occurs one time per year</td>
<td>Can occur any time per year</td>
</tr>
<tr>
<td>Min. 2 Planning Commission hearings</td>
<td>Min. 1 Planning Commission hearing</td>
</tr>
<tr>
<td>2/3 majority of Council to adopt (5 out of 7)</td>
<td>Regular majority of Council to adopt (4 out of 7)</td>
</tr>
<tr>
<td>Enhanced notification to surrounding jurisdictions</td>
<td>Regular notification process</td>
</tr>
</tbody>
</table>

All other analysis remains the same for major and non-major (minor) amendments
**What does the Amendment Criteria Do?**

**PROTECTS:**
- Increases in the intensity and density to specific land uses (primarily residential);
- Decreases in the intensity and density of specific land uses (commercial); and
- Uses important/vital to keep Scottsdale fiscally, socially & environmentally sustainable (resorts/tourism, natural open space, cultural)

**QUALIFIES/DIRECTS A PROCESS**
- Qualifies a proposal using the community's criteria to determine a Major or Non-Major amendment to the established land use plan
- Allows for flexibility to respond as necessary
### General Plan Amendment Process (CLARIFIED FROM 2003)

All General Plan amendments will be determined as major or minor according to criteria set forth in the General Plan amendment process. The Planning Agency, the City Council, the State Board of Equalization, and the California State Parks shall review the proposed plan amendments. All amendments to the General Plan are subject to approval by a majority vote of the City Council. The Planning Agency shall accept applications for major amendments and shall determine whether the amendment is major or minor. The Planning Agency shall approve or deny the amendment, and the City Council shall approve or deny the Planning Agency's decision. If the City Council approves the amendment, it shall be submitted to the State Board of Equalization for approval. If the State Board of Equalization approves the amendment, it shall be submitted to the California State Parks for approval. If the California State Parks approves the amendment, it shall be submitted to the City Council for final approval. 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## Scottsdale General Plan 2001
### Criteria 2 - Comparison

<table>
<thead>
<tr>
<th>Location</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix</td>
<td>3,200+</td>
</tr>
<tr>
<td>Cave Creek</td>
<td>10+</td>
</tr>
<tr>
<td>Carefree</td>
<td>5+</td>
</tr>
<tr>
<td>Mesa</td>
<td>320+</td>
</tr>
<tr>
<td>Fountain Hills</td>
<td>40-80+</td>
</tr>
<tr>
<td>Gilbert</td>
<td>40-160+</td>
</tr>
<tr>
<td>Chandler</td>
<td>40-320+</td>
</tr>
<tr>
<td>Paradise Valley</td>
<td>No Acreage</td>
</tr>
<tr>
<td>Scottsdale</td>
<td>10+</td>
</tr>
</tbody>
</table>

*Scottsdale: 118,099 total acres or 184.3 sq. miles*

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## Scottsdale General Plan 2001
### Land Use Amendments

- Since *2001 Adoption/2002 Ratification:*
  - 147 amendment applications
  - 30 major amendments approved
  - 68 non-major amendments approved
  - 2 major amendments denied
  - 1 non-major amendment denied
  - 44 applications withdrawn (39) or expired (5)

*Updated as of January 2021*
NEW Draft 2035 General Plan Amendment Criteria

(6) Area of Change Criteria
A change to General Plan Land Use Category of the 100% or more gross area.

(7) Character Area Criteria
A change in General Plan Land Use Category that does not directly affect the public and public facilities, and strategies included within an approved adaptive Character Area Plan or that changes an existing adaptive area to another area.

Character Areas are unique in and maintain the unique physical, social, and functional conditions that exist in distinct areas across the community. The city recognizes that Character Areas form the basis of the city plan, economic development, and long-term viability of the city. The Character Area Plans are implemented in the community through the Community Plan process.

(8) Water/Management Indication Area Criteria
A change to General Plan Land Use Category that results in a new or expanded area.

(9) General Plan Land Use Overlay Criteria
The modification or expansion of an existing adaptive area or an existing General Plan Land Use Overlay Category, specifically regarding the Regional Use Overlay, and the City’s Community Plan Overlay, Land Use Overlay, and Environmental Impact Overlays.

(10) Criteria for the General Plan Amendment Criteria
Certain exceptions to the General Plan Amendment Criteria are considered in the local context of the development area, including but not limited to the following:

- The modification of the Community Plan to the site of a new development that is consistent with the Community Plan Overlay.
- The modification of the Community Plan to the site of a new development that is consistent with the Community Plan Overlay.

(11) Draft 2035 General Plan Amendment Criteria

Regional Use Overlay

City of Phoenix

Mayo Overlay

Sueh Overlay
Exceptions to Amendment Criteria

- Case Specific Circle Land Uses
- Regional Use Overlay
- Shea Overlay
- Mayo Overlay

Comments/Questions/Direction
Chapter 1 – Amendment Criteria

Council Decision Points
- Amendment Criteria
  - Original 4 Amendment Criteria
    - Suggested public edits
    - 10/15 acres vs 10 acres Citywide
  - New Criteria #5-#7
  - Existing Exceptions to Major Amendment Criteria for flexibility
    - Regional Use Overlay
    - Shea Corridor
    - Mayo Support District

Staff Rec./Public Input
- Amendment Criteria
  - Maintain Original 4 Amendment Criteria
    - With public edits
    - With suggested 10 acres Citywide
  - Maintain new criteria #5-#7
  - Maintain Exceptions to Major Amendment Criteria
    - Regional Use Overlay
    - Shea Corridor
    - Mayo Support District
CRC Draft Plan: Character & Design Element

- Goals Include:
  - CD 1 Determine development appropriateness
  - CD 2 Character Area Planning
  - CD 3 Foster quality design
  - CD 4 Enhance streets and public spaces
  - CD 5 Improve character through landscaping
  - CD 6 Minimize light and noise pollution
  - CD 7 Honor western/equestrian lifestyle
Comments/Questions/Direction
Chapter 1—Character/Design Element

Council Decision Points
• Maintain Element
• Character Types
  • Taller, Lower Scale vs. Stories
  • Restore Language Rural/Rural Desert
• Character Areas
  • 7 Adopted
  • 8 Future Character Areas
• Restoring Language CD 1.2, 1.4, 7.5

Staff Rec./Public Input
• Maintain Element
• No Specific Recommendation
• Retain Character Areas as Proposed
• Restore CD 7.5 – Protect the heritage and western character of Historic Old Town

Section 2 - Chapters

Chapter 1 — Arts, Culture & Creative Community Element
CRC Draft Plan: Arts, Culture & Creative Community Element

- Goals Include:
  - ACC 1 Support arts & cultural programs
  - ACC 2 Build on arts, culture & creativity
  - ACC 3 Encourage creative placemaking
  - ACC 4 Protect historic/cultural resources
  - ACC 5 Promote a creative community
Comments/Questions/Direction
Chapter 1 — Arts, Culture, Creative Community Element

Council Decision Points
• Proposed New Element
• Goals
• Policies

Staff Rec./Public Input
• Include New Element
  • Public outreach – support
  • Goals
  • Policies
General Plan Update – Next Steps

Tonight:
• Section 1 – Preface
  • Prologue
  • Vision/Values
  • Introduction
• Section 2 – Chapters
  • Chapter 1: Character/Culture
    • Character/Design Element
    • Land Use Element
    • Arts, Culture & Creative Community Elements
• Next Meeting – March 2nd
• Section 2 – Chapters
  • Chapter 2: Sustainability/Environment
    • Open Space Element
    • Environmental Planning Element
    • Conservation Element
    • Water Resources Element
    • Energy Element
  • Chapter 3: Collaboration/Engagement
    • Community Involvement Element