CALL TO ORDER

Mayor David D. Ortega called to order a Work Study Session of the Scottsdale City Council at 7:59 P.M. on Tuesday, April 6, 2021.

ROLL CALL

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

Also Present: City Manager Jim Thompson, Acting City Attorney Joe Padilla, Acting City Treasurer Judy Doyle, City Auditor Sharron Walker, and City Clerk Ben Lane

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

   Planning and Development Area Director Erin Perreault gave a PowerPoint presentation (attached) on the Draft General Plan 2035 Update.

   Council made the following suggestions for the Vision Statement (Attachment 6):
   - Reword paragraph under Distinctive Character to: “Scottsdale respects and is sensitive to the unique history and sense of place found throughout the City in our Old Town, our historic neighborhoods, our outdoor and equestrian experience, recreational activities, and cultural and architectural resources.”
   - Remove the words “which extends” from the Distinctive Character paragraph.
   - Make no changes to the Distinctive Character paragraph.
ADJOURNMENT

The Work Study Session adjourned at 8:46 P.M.

SUBMITTED BY:

Ben Lane, City Clerk

Officially approved by the City Council on _May 4, 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 6th day of April 2021.

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

DATED the 4th day of May 2021.

Ben Lane, City Clerk
CITY OF SCOTTSDALE

Draft Scottsdale General Plan 2035
Case: 1-GP-2021
City Council Work Study Session
April 6, 2021

Public Meetings on
Draft Scottsdale General Plan 2035

- Tuesday, April 6th - City Council Work Study Session
- Tuesday, April 13th – City Council Work Study Session
- Tuesday, April 20th – City Council Work Study Session
- Wednesday, April 28, 2021 – PC Non-Action Hearing
- Wednesday, May 12, 2021 – PC Recommendation Hearing
- Tuesday, June 8th - City Council Possible Adoption Hearing
2035 Draft Plan Review

- 3 Sections – Preface, Chapters, Appendix
- 8 Chapters – Organize the Elements
- 24 Elements
  - 17 State Mandated Elements
  - 7 Community Created Element
    - Character & Design (2001)
    - Arts, Culture & Creative Community
    - Community Involvement (2001)
  - Healthy Community
  - Economic Vitality (2001)
  - Tourism (2020 CRC)
  - Education (NEW City Council)
Draft Plan -
Executive Summary/Prologue

- Sections that were adjusted include:
  - Executive Summary – Companion Piece to Plan
  - Prologue – Retain in Plan
  - Foundation for the Vision – Historical, Appendix
  - Purpose of the General Plan – Retain in Plan
  - Community Profile – Historical Portions Appendix, Retain Place in Region/Demographics in Plan

Draft Plan Language

- Strengthened Throughout
- Goals – more action oriented
Section 1 – Preface

Vision Statement
Community Aspirations
Community Values

Vision Statements Tested With Community
2014 Vision + Council Suggested Additions

VISION
Scottsdale will be an exceptional Sonoran Desert experience, and the premiere INTERNATIONAL southwestern tourist destination, WHERE OUR DISTINCTIVE HERITAGE (OR CHARACTER) IS VALUED. 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.

2014 Community Aspirations + Council Suggested Additions

Exceptional Experience.
Scottsdale is a special place in the Sonoran southwest. Our INCLUSIVE community will continue to draw visitors, businesses, and new residents from around the world because of our natural desert beauty; THE MCDOWELL SONORAN PRESERVE; vast open spaces and environmental assets; high standards for design; world-class events and resorts; vibrant downtown; and distinctive heritage ART 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 a well-educated workforce. Our citizens COMMUNITY MEMBERS will have opportunities to prosper.

DISTINCTIVE HERITAGE (OR CHARACTER).
SCOTTSDALE WILL RESPECT AND BE SENSITIVE TO THE UNIQUE HISTORY AND LEGACY FOUND IN THE HEART OF OLD TOWN AND EXPANDING THROUGHOUT THE CITY, IN HISTORIC NEIGHBORHOODS, ARCHAEOLOGICAL SITES, AND CULTURAL RESOURCES WHICH DEFINE OUR UNIQUE SENSE OF PLACE.
Attachment 6

VISION
Scottsdale is known worldwide as an exceptional Sonoran Desert experience, and the premiere international tourist destination in the Southwest. We value and preserve our distinctive character. We will foster outstanding livability through diverse neighborhoods which form connected, healthy and sustainable communities. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity. We will be one of the finest cities in which to work, live, and play and a place where the past and the future join hands.

Exceptional Experience. Scottsdale is a special place in the Sonoran Southwest. We will draw visitors, businesses, and new residents from around the world to our inclusive community. With our climate, natural desert beauty, vast open spaces and vistas, and environmental assets, we will provide a unique experience for visitors and residents alike. Within this diversified environment, we enjoy a vibrant downtown with distinctive arts and culture, high standards for design, world-class resorts, events, and museums, and recreational opportunities.

Outstanding Livability. Scottsdale is a vibrant city with the charm, look, and feel of a much smaller community. We will offer a variety of multi-generational lifestyle choices that are responsibly planned, 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 focuses on being a thriving, prosperous city that attracts and grows world-class businesses, leverages technology, encourages innovation and creativity, promotes wellness, sustainability, and cultivates a knowledgeable workforce. Above all, Scottsdale will continue to be a great place to work because it is a special place to live.

Distinctive Character. Scottsdale respects and is sensitive to the unique history and Western legacy found in the heart of Old Town, which extends through the City in historic neighborhoods, our outdoor and equestrian experience, recreational activities, and cultural and architectural resources which define our unique sense of place.

Attachment 7

Edited Vision Statement

SCOTTSDALE'S distinctive neighborhoods champion exceptional multi-generational Quality Of Life by way of, premier educational opportunities, healthy lifestyles and a sustainable secure community. Our focus on a educated citizenry attracts and retains business centers of excellence that stimulate innovation and promote prosperity. We offer a compelling Sonoran Desert Experience as a premier southwestern tourist destination with unrivaled open space. The community aspires to illuminate its cherished heritage while engaging the future. As a proactive community we embrace SMART and Future City concepts aligned with controlled growth. Citizen desires to be immersed in natural landscape are realized via biodiversity. We aim to employ Green Technology wherever possible to reduce greenhouse emissions. Scottsdale is committed to all aspects of equal opportunity. Our medium sized Eco-friendly model city objectives continue to draw attention internationally.
OUR COMMUNITY VALUES

These values will be at the forefront of our decision making in implementing our vision, community aspirations, and goals outlined in the General Plan and shall be the basis upon which the plan is developed.

- **Respect Character and Culture**
  Enhance and protect Scottsdale’s unique features, neighborhood identity, character, history, and natural heritage and promote through appropriate land use and high standards for design. Create vibrant and attractive streets 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 and protect and conserve critical resources and open spaces for the visual, physical, and personal enrichment of everyone.

- **Collaborate and Engage**
  Promote strong, vibrant neighborhoods that are transparent, responsive, and accessible. Collaborate regionally, respect, and honor our community values, recognize the benefit of interactive community involvement and volunteerism, and enhance civic engagement 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, employees, and employers. Foster sense connectivity across cultural and generational boundaries by minimizing economic barriers, respecting human rights, and recognizing and enhancing diversity and regional identity.

- **Connect the Community**
  Connect Scottsdale residents within the city and to the region by developing a cohesive transportation and distribution system that includes safe, walkable mobility options. Connectively and mobility require more than getting people from here to there; connectivity and mobility inform the formation and success of urban communities.

- **Strengthen Resilience**
  Proactively evaluate the short- and long-term impacts of development decisions to ensure that public and private investment works collaboratively to support and maintain the unique features and identity that make Scottsdale special, and contribute positively to the community’s physical, social, and economic needs and high quality of life.

- **Advance Innovation and Prosperity**
  Encourage, support, and provide incentives to sustain our high quality of life through a variety of businesses, health and research institutions, educational, technological, cultural and social elements.

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Section 2 – Chapters

Character + Culture Chapter

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Character & Culture Chapter

- Emphasizes the importance of:
  - Diversity in character citywide
  - Quality of design
  - Varied lifestyle choices (rural, suburban, urban)
  - 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

Character & Design Element

- **CD 1** Development appropriateness
- **CD 2** Continue Character Area Planning
- **CD 3** Foster quality design
- **CD 4** Enhance streets and public spaces
- **CD 5** Improved character through landscaping
- **CD 6** Minimize light and noise pollution
- **CD 7** Honor western/equestrian lifestyle
Proposed Character Types Map – Addition of Downtown Core

As part of the Old Town Urban Character Type, the Downtown Core 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. The Downtown Core is comprised of the lowest intensity of development, and the small lot development pattern, with active ground level land uses, are some of the primary elements that give Old Town its most identifiable character.
Land Use Element

- LU 1 Enhance economic viability & character
- LU 2 Sensitive 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
## General Plan 2035 Land Use Mixture

<table>
<thead>
<tr>
<th>Land Use Group</th>
<th>Land Use Category</th>
<th>General Density</th>
<th>Percentage</th>
<th>Existing Acreage*</th>
<th>Total Percentage of Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>Desert Rural Neighborhoods</td>
<td>1 dwelling unit per 3 or more acres</td>
<td>6%</td>
<td>7,582</td>
<td>51%</td>
</tr>
<tr>
<td></td>
<td>Rural Neighborhoods</td>
<td>1 dwelling unit per 1 or more acres</td>
<td>20%</td>
<td>23,373</td>
<td></td>
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<tr>
<td></td>
<td>Suburban Neighborhoods</td>
<td>More than 1 and less than 8 dwelling units per acre</td>
<td>23%</td>
<td>27,181</td>
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<tr>
<td></td>
<td>Urban Neighborhoods</td>
<td>8 or more dwelling units per acre</td>
<td>2%</td>
<td>2,545</td>
<td></td>
</tr>
<tr>
<td>Mixed Uses</td>
<td>Mixed-Use Neighborhoods</td>
<td></td>
<td>3%</td>
<td>4,087</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cultural/Institutional or Public Use</td>
<td></td>
<td>3%</td>
<td>3,254</td>
<td></td>
</tr>
<tr>
<td>Non-Residential</td>
<td>Commercial</td>
<td></td>
<td>1%</td>
<td>1,305</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Employment</td>
<td></td>
<td>3%</td>
<td>3,199</td>
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<tr>
<td>Open Space</td>
<td>Developed Open Space</td>
<td></td>
<td>7%</td>
<td>8,430</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Natural Open Space</td>
<td></td>
<td>5%</td>
<td>5,410</td>
<td></td>
</tr>
<tr>
<td></td>
<td>McDowell Sonoran Preserve</td>
<td></td>
<td>25%</td>
<td>29,852</td>
<td></td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>From Category:</th>
<th>To Category:</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Neighborhoods</td>
<td>Mixed-Use Neighborhoods</td>
<td>Minor</td>
<td>Major</td>
<td>Major</td>
<td>Major</td>
</tr>
<tr>
<td>Natural Open Space</td>
<td>Developed Open Space</td>
<td>Minor</td>
<td>Major</td>
<td>Major</td>
<td>Major</td>
</tr>
<tr>
<td>Residential Neighborhoods</td>
<td>Cultural/Institutional or Public Use</td>
<td>Minor</td>
<td>Major</td>
<td>Minor</td>
<td>Major</td>
</tr>
<tr>
<td>Developed Open Space</td>
<td>Commercial</td>
<td>Minor</td>
<td>Major</td>
<td>Minor</td>
<td>Major</td>
</tr>
<tr>
<td>Suburban Neighborhoods</td>
<td>Employment</td>
<td>Minor</td>
<td>Major</td>
<td>Minor</td>
<td>Major</td>
</tr>
<tr>
<td>Cultural/Institutional or Public Use</td>
<td>Open Space</td>
<td>Minor</td>
<td>Major</td>
<td>Minor</td>
<td>Major</td>
</tr>
<tr>
<td>Urban Neighborhoods</td>
<td>Developed Open Space</td>
<td>Minor</td>
<td>Major</td>
<td>Minor</td>
<td>Major</td>
</tr>
<tr>
<td>Mixed-Use Neighborhoods</td>
<td>Commercial</td>
<td>Minor</td>
<td>Major</td>
<td>Minor</td>
<td>Major</td>
</tr>
</tbody>
</table>
Scottsdale General Plan 2001 Criteria 2 - Comparison

Phoenix: 3,200+ acres
Cave Creek: 10+ acres
Carefree: 5+ acres
Mesa: 320+ acres
Fountain Hills: 40-80+ acres
Gilbert: 40-160+ acres
Chandler: 40-320+ acres
Paradise Valley: No Acreage Criteria

Scottsdale: 10+ acres

Scottsdale: 118,099 total acres or 184.5 sq. miles
Major Amendment Criteria #3 + #4
Character Area – Water/Wastewater Infrastructure Criteria

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.

Major Amendment Criteria #5, #6 + #7

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

6) Growth Area Criteria
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, Infill Incentive District Overlay, Shea Corridor Overlay, and Mayo Support District Overlay) or the creation of a new General Plan Land Use Overlay Category.
Desert Rural Neighborhoods:

This category includes the largest-lot, single-family neighborhoods. Densities in Desert Rural Neighborhoods are usually one dwelling unit per three 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 Desert Rural Neighborhood is to retain the large-lot character while preserving desert vegetation, washes, and natural features. Limited clustering of development may be considered to achieve this goal. Desert Rural Neighborhoods may also include equestrian or limited golf course uses.
Highlights of Draft Plan
Chapter 1—Land Use Element

• Enhanced discussion surrounding ESLO and NAOS (44)

• Clarifying language regarding the Preserve (54)

• Land Use Designation
  • Removed Infill Incentive Definition (55)

• Authority of Review in Appeal of Major Amendment (58)

Arts, Culture & Creative Community Element

• 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
Chapter 1 – Arts, Culture & Creative Community Element

- Additional emphasis on supporting the arts and cultural resources of the City; (64-65)
- Arts and Working Artists are better defined; (67)
- References to SMOW, SMoCA, Art Galleries (64)

Section 2 - Chapters

Chapter 2 – Sustainability & Environment
Sustainability & Environment Chapter

- Focus on environmental resources and open spaces

- Five state-mandated elements:
  - Open Space
  - Environmental Planning
  - Conservation
  - Water Resources
  - Energy

Section 2 - Chapters

Chapter 2 – Sustainability & Environment
Open Space Element
Open Space Element

OS 1  Provide open space types
OS 2  Fulfill preserve initiative
OS 3  Preserve natural open spaces
OS 4  Maintain a continuous open space system
OS 5  Provide developed open space opportunities
OS 6  Relate to Land use and character
OS 7  Manage Open Space
OS 8  Acquire, expand, improve open spaces
OS 9  Expand the regional open space system

Highlights in Draft Plan
Chapter 2—Open Space Element

• Enhanced references to ESLO and NAOS; (73)

• Aligned Goals and Policies of Element with Four Primary Open Space Types (Goal OS1) – Preserve, Natural Open Space, Continuous Open Space + Developed Open Space (74-76)

• Emphasis on the provision of Public Open Spaces & Tree Canopy/Shade (77, 79-80)
Environmental Planning Element

EP 1 Protect & enhance habitats
EP 2 Demonstrate environmental stewardship/sustainability
EP 3 Protect air quality
EP 4 Maximize recovery, reuse, and recycling
EP 5 Encourage environmentally sound/green building design
EP 6 Surpass water quality standards
EP 7 Reduce heat islands

Highlights in Draft Plan
Chapter 2—Environmental Planning Element

• Enhanced references ESLO and NAOS; (86-87)

• Expanded language to support Environmental Planning Programs and Initiatives (88-91)
  • Air quality
  • Circular Economy
  • Green Building
  • Heat island reduction/mitigation
SEAC Comments Chapter 2 – Environmental Planning Element

• Goal EP 4 – adjusted language incorporated “expand circular economy”

• EP 4.8 - adjusted language to provide horse manure composting as an example – will broaden language to “such as compost programs”

• SEAC request: climate action goal/policy that includes climate mitigation, emissions (EP 3.1), energy (103-107), transportation(EP 3.1, 3.2, 3.3) resiliency (EP 7.4), and extreme heat (EP 7, EP 7.1-7.7)
  • EP 7.4 Engage and educate the public on climate action and resiliency

Conservation Element

CONSV 1 Balance conservation/built environment

CONSV 2 Protect desert biodiversity/ecosystems

CONSV 3 Protect watersheds

CONSV 4 Conserve water

CONSV 5 Minimize Erosion of watercourses
Highlights in Draft Plan
Chapter 2—Conservation Element

• Action language added to goals/policies

• Recommended SEAC/City Staff language change for CONSV 2.7 to: “Strive to reduce pesticide use by employing non-chemical and less toxic pest management strategies”

• Minimal adjustment/some clarifying language added to policies

Water Resources Element

WR 1 Assure long-term water supply

WR 2 Prepare for climatic impacts on water supply
Highlights in Draft Plan
Chapter 2—Water Resources Element

• New Policy WR 2.7 -
  Expand the Water Conservation Program to increase efficiency and reduce per capita usage.

SEAC Comments Chapter 2 — Water Resources Element

• Acknowledge precarious nature of Colorado River supply
  • Introduction (99) discusses full water portfolio, including Colorado River, how Scottsdale Water actively plans/prepares for drought
  • Goal WR 2/policies speak to adapting to significant climatic impacts on water supply

• Restore references to gray water — Scottsdale Water Resources would rather specific references to gray water remain omitted from plan
  • Water Resources Director Brian Biesmeyer

• Rainwater harvesting — using landscaping and modified infrastructure to collect and direct rainwater to areas of soil where water infiltrates and is stored.

• 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.
Energy Element

E 1  Become a net-zero community

E 2  Reduce energy consumption

E 3  Promote energy efficiency

E 4  Increase energy efficiency of city facilities

E 5  Develop renewable energy sources

Highlights in Draft Plan
Chapter 2—Energy Element

• New Policy E1.6 which promotes energy efficiency improvements for residential properties and education of property owners about such

• New Policy E 1.7 which promotes energy grid preparedness through performance of regular stress tests
Section 2 - Chapters

Chapter 3 – Collaboration & Engagement
Community Involvement Element

Community Involvement Element

Cl 1  Seek broad public input
Cl 2  Seek direct input from all areas
Cl 3  Distribute city information
Cl 4  Foster community collaboration
Highlights in Draft Plan
Chapter 3—Community Involvement Element

• Goal CI2 – clarified language - direct input from all areas of the community should be sought

Section 2 - Chapters
Chapter 4 – Community Well-Being
Community Well-Being Chapter

- Emphasizes the importance of health housing, safety and recreation opportunities for the overall well-being of the community.

- 3 state-mandated elements:
  - Housing
  - Recreation
  - Safety

- 1 community created element:
  - Healthy Community Element

Healthy Community Element

HC 1 Access to healthcare + human services
HC 2 Access to healthy, local foods
HC 3 Build on wellness and healthful living
HC 4 Ensure diversity and inclusion
HC 5 Accommodate senior citizens
HC 6 Foster a caring community
Highlights in Draft Plan
Chapter 4 – Healthy Community Element

• New Policy HC 2.5 – supports the creation of a network to share and receive local fruits.

• New Health Facilities Map includes Hospitals, County Health, and Neighborhood Outreach Access to Health (NOAH) Facilities

Housing Element

H 1  Support diverse housing options
H 2  Provide a variety of housing options
H 3  Provide generational housing options
H 4  Prevent housing discrimination
Highlights in Draft Plan
Chapter 4 - Housing Element

- Minimal action and clarifying language added to policies within the Element.

Recreation Element

R 1  Develop quality recreation facilities

R 2  Collaborate with public entities

R 3  Provide recreational diversity
Highlights in Draft Plan
Chapter 4 — Recreation Element

• New Policy R2.3 promotes enhancement of our aquatic community, facilities and programming.

• Update to Parks & Recreation Facilities Map —
  • Includes aquatic facilities;
  • Solstice Neighborhood Park (to be added)

Safety Element

S 1 Prevent hazards
S 2 Prepare for emergencies
S 3 Deliver emergency response
S 4 Prepare for disaster recovery
S 5 Maintain airspace/transportation safety
S 6 Flood impact protection
S 7 Safety through crime prevention
S 8 Promote hazardous materials safety
Highlights in Draft Plan
Chapter 4 – Safety Element

• New Policy S 2.5 – Retrofit city facilities and services to continue operations during possible disruptions for any period of time.

• Updated Policy S 3.1 to ensure public safety resources are also based on population density, service areas, and other changes.

• New Policy S 3.6 – Support and cooperate with state and county public health recommendations and procedures when responding to pandemics and other emergencies and disasters.

Section 2 - Chapters

Chapter 5 – Connectivity Chapter
Connectivity Chapter

- Promotes a variety of mobility choices for the movement of people and goods through the community.

- 2 state-mandated elements:
  - Circulation
  - Bicycling

Circulation Element

- C1 Design safe / efficient transportation corridors
- C2 Reduce automobile trips
- C3 Develop a connected multi-modal system
- C4 Plan for future expansion
- C5 Protect neighborhoods
- C6 Participate in regional coordination
- C7 Coordinate with schools and neighborhoods
- C8 Provide a comfortable & accessible system
Highlights in Draft Plan
Chapter 5 – Circulation Element

• Clarified language that supports future technologies and micro-mobility options (C 1.1) in the design of safe and efficient transportation corridors - deletes references to high-capacity transit (C 1.1)

• Deletion of C 1.6 – assess alternates to high-capacity transit

Bicycling Element

B 1 Develop accessible & interconnected networks
B 2 Encourage increased bicycle use
B 3 Promote bicycle education & safety
Highlights in Draft Plan
Chapter 5 – Bicycling Element

- Minimal clarifying language added to Scottsdale’s designation as a Bicycle Friendly Community (B 1.5)

Section 2 - Chapters

Chapter 6 – Revitalization Chapter
Revitalization Chapter

• Recognizes majority of future development will consist of revitalization, redevelopment, and infill projects

• 6 state-mandated elements:
  • Neighborhood Preservation & Revitalization;
  • Conservation Rehabilitation & Redevelopment;
  • Growth Areas;
  • Cost of Development;
  • Public Services & Facilities; and
  • Public Buildings.

Neighborhood Preservation & Revitalization Element

NPR 1 Preserve neighborhood character

NPR 2 Promote homeownership

NPR 3 Provide neighborhood safety

NPR 4 Develop neighborhood planning

NPR 5 Promote community building
Highlights in Draft Plan
Chapter 6 – Neighborhood Preservation & Revitalization Element

• NPR 1.3 clarified language to emphasize that a Historic Designation should come as a result of a property owner’s desire for such

Conservation, Rehabilitation, & Redevelopment Element

CRR 1 Context appropriate development

CRR 2 Sustain economic well-being

CRR 3 Only when necessary, use Redevelopment Authority
Highlights in Draft Plan
Chapter 6 – Conservation, Rehabilitation, & Redevelopment Element

• Minimal text changes in introduction.

Growth Areas Element

GA 1 Provide direction for growth
GA 2 Improve transportation access
GA 3 Conserve resources
GA 4 Promote infrastructure planning
GA 5 Build on character and diversity
Highlights in Draft Plan
Chapter 6 — Growth Areas Element

• Old Town Growth Area includes description of the Downtown Core

• Growth Area Map depicts general Downtown Core location within Old Town Growth Area

• Specific boundaries are assigned to each growth area (3) depicted on the map

Cost of Development Element

**COD 1** Development pays its fair share

**COD 2** Promote timing/adequacy of public services

**COD 3** Coordinate infrastructure investment
Highlights in Draft Plan
Chapter 6 — Cost of Development Element

- Minimal, clarifying language added to policies within the Element.

Public Services and Facilities Element

PSF 1 Maintain innovative solid waste system
PSF 2 Maintain utility/infrastructure systems
PSF 3 Plan/manage public service operations
PSF 4 Provide a library system
PSF 5 Jurisdictional partnership for service efficiencies
Highlights in Draft Plan
Chapter 6 – Public Services & Facilities Element

- Minimal, clarifying language added to policies within the Element.

Public Buildings Element

PB 1 Provide safe/accessible/adaptable public buildings

PB 2 Design/construct/renovate public buildings

PB 3 Collaborate with schools for facilities as key features in neighborhoods
Highlights in Draft Plan
Chapter 6 – Public Buildings Element

- Minimal, clarifying language added to policies within the Element

- Public Schools & School District Map has been moved to the new Education Element

Section 2 - Chapters

Chapter 7 – Innovation & Prosperity
Innovation & Prosperity Chapter

- Recognizes economic sustainability of the community will depend on having a focus on tourism, retention and attraction of core industries, high-quality jobs, and education

- 3 community created elements:
  - Economic Vitality
  - Tourism
  - Education

Economic Vitality Element

EV 1 Foster economic resiliency

EV 2 Enhance socio-economic prosperity

EV 3 Land uses to enhance economic development

EV 4 Ensure fiscal sustainability
Highlights in Draft Plan
Chapter 7 – Economic Vitality Element

- No changes

Tourism Element

T 1 Strengthening tourism

T 2 Enhance mobility/wayfinding

T 3 Support special events and venues
Highlights in Draft Plan
Chapter 7 – Tourism Element

• Minimal, clarifying language added to policies within the Element

Education Element

EDU 1 Lifelong learning opportunities

EDU 2 Equitable/quality/education city-wide

EDU 3 Safe/healthy/positive learning environments

EDU 4 Collaborate with public entities for joint use of facilities/programming/events
Highlights in Draft Plan
Chapter 7 – Education Element

• Minimal, clarifying language added to policies within the Element

• Introduction – add mention of school districts serving community, and goals/policies to be implemented by public, private and non-profit entities primarily, with city support through programs/services that the city already offers

• Soften some of the action language that makes goals/policies appear like the city is responsible for funding and programming; provide examples of current city programming such as safe routes to school (EDU 3.2)

• Recommend deletion of Policy EDU 2.8; EDU 4.3

Section 2 - Chapters

Chapter 8 – Implementation Chapter
Implementation Chapter

- Implementation Tools
- Funding Sources
- Oversight and Coordination
- Process and Programs
- Measuring Progress

Highlights in Draft Plan
Chapter 8 – Implementation Chapter

- City Council reviewed this Chapter on 3/23
  - Anticipate that Education Element items will be incorporated
Section 3 - Appendix

Appendix

- Abbreviations
- Glossary
- Related Plans & Policies
- Historical Content
- Photo Credits/Labels
- Acknowledgements
Highlights in Draft Plan
Section 3 – Appendix

- Glossary Terms: Arts, Working Artists
- Generalized low, moderate, high and highest density terms adjusted
- Historical Content: Relocated from Executive Summary
  - Greater detail of Scottsdale McDowell Sonoran Preserve History
  - Enhanced discussion surrounding ESLO and NAOS
Public Outreach to Date:

Email & Print:
- Scottsdale E-Subscriptions +/-4000 emails
- Scottsdale P&Z Link +/-4000 emails
- Scottsdale Progress +/-25,000
- Scottsdale Independent +/-25,000
- AZCentral +/-65,000
- NextDoor Citywide +/-92,360
- 60-Day Letter +/-100
- PC Remote Hearing Letter +/-100
- Desert Rural Letter +/-1300

Community Groups:
- COGS Call / Email
- Scottsdale Rotary Call / Email
- Scottsdale Sunrise Rotary Call / Email / Presentation
- Experience Scottsdale Call / Email
- SCOTT Call / Email / Presentation
- Scottsdale Neighborhood Coalition Call / Email
- Scottsdale Realtors Call / Email
- Scottsdale Leadership Call / Email / Presentation
- Scottsdale Chamber of Commerce Call / Email