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 20, 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 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.

The Council provided the following directions:

Vision Statement

There was consensus to:

- Under “Vision” paragraph, insert a comma between the words “lifestyles” and “and”.

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.
Under “Community Prosperity” paragraph, remove the semicolon between the words “technology” and “and”.

Section 2, Chapter 1 - Character & Culture, Character and Design Elements

Council made the following suggestions:

- On page 30, first paragraph, strike the last two sentences.
- On page 30, first paragraph, after the first sentence, insert “Character types are distinct from zoning districts and land use categories.”
- On page 30, under “Employment Cores”, revise the fifth sentence to “Taller building heights are typically found within the core and low-scale building heights are typically found within the transition areas adjacent to Rural and Suburban Character Types.”
- On page 30, under “Urban Character Types”, provide additional clarity to the definition of downtown core by putting a definition in the glossary or inserting a reference that the downtown core is as depicted on the associated page of the Old Town Character Plan.
- On page 32, under “Rural/Rural Desert Types”, strike the word “lower” and insert “low”.
- On page 37, Goal CD 4.2, add the words “Establish new and” before the word “Maintain”.
- On page 39, Goal CD 7.2, strike the words “As appropriate”.

Section 2, Chapter 1 – Character & Culture, Land Use Elements

There was consensus to:

- On page 46, under Goal LU 1, after the word “southwest”, add the words “and sustain the city’s goal as a regional cultural center and economic hub.”
- On page 46, under Policy LU 1.3, strike the current language and replace with “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.”
- On page 52, under “Desert Rural Neighborhoods”, in the first sentence, strike the word “usually”.
- On page 53, under “Commercial”, on the sixth line, strike the words “encouraged to” and replace with the words “should be compatible with”.
- On page 54, under “McDowell Sonoran Preserve”, on the sixth line, strike word “for” and replace with the word “to”.
- On page 55, under “Circle”, line three, insert the word “a” between the words “of” and “particular”.
- On page 57, in the Change in Land Use Category Matrix, under Category C across (Desert Rural Neighborhoods) and Category D down (Rural Neighborhoods), change from “major” to “minor”.
- On page 58, under General Plan Land Use Overlay Criteria, strike the words “Infill Incentive District Overlay”.
- On page 58, under Exceptions to the General Plan Amendment Criteria, bullet point 4, second line, strike the word “major” between the words “plan” and “amendment”.

Council made the following suggestion:

- Table Council action on Desert Rural Land use element to a future date, after conversations with the Arizona State Land Department.
Section 2, Chapter 6 – Revitalization Element

There was consensus to:

- On page 177, under Goal CRR 2, strike the word “the” between the words “Sustain” and “long-term”.
- On page 177, under Policy 2.1, strike the word “mature” between the words “in” and “declining”.

Section 2, Chapter 7 – Education Element

There was consensus to:

- On page 219, paragraph three, line two, strike the words “The importance of”.
- On page 220, first paragraph, first line, strike the word “like” and insert the word “as”.
- On page 220, paragraph two, line one, strike the word “This” and insert the word “The”.
- On page 220, paragraph two, line one, strike the words “maintain and”.
- On page 220, paragraph two, second line, change the word “encourage” to “encourages”.
- On page 220, paragraph two, line four, strike the word “supports” and revise to “environment that, in turn, contributes to a strong workforce,”.
- On page 222, Policy EDU 2.6, strike the word “government” and add an “s” at the end of the word “civic”.

Section 2, Chapter 8 – Implementation, Funding Sources

Council made the following suggestion:

- On page 231, under “Municipal Bonds”, separate the second sentence into two separate sentences to read “Bond funding is used city improvements. There are many types of bonds.”

ADJOURNMENT

The Work Study Session adjourned at 9:10 P.M.

SUBMITTED BY:

Ben Lane, City Clerk

Officially approved by the City Council on June 8, 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 20th day of April 2021.

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

DATED the 8th day of June 2021.

Ben Lane, City Clerk
Draft Scottsdale General Plan 2035
Case: 1-GP-2021
City Council Work Study Session
April 20, 2021

Public Meetings on
Draft Scottsdale General Plan 2035

- Tuesday, April 20th – City Council Work Study Session
- Tuesday, May 4th – City Council Work Study Session (If Needed)
- Wednesday, April 28, 2021 – PC Non-Action Hearing
- Wednesday, May 12, 2021 – PC Recommendation Hearing
- Tuesday, June 8th - City Council Possible Adoption Hearing
Section 1 – Preface

Vision Statement
Community Aspirations
Chapter 1: Character & Culture

- 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
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. Relative to the entire Old Town area, the Downtown Core is comprised of the lowest intensity of development. The small lot development pattern, with active ground level land uses in the Downtown Core, are some of the primary elements that give Old Town its most identifiable character.
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:

<table>
<thead>
<tr>
<th>From Category</th>
<th>To Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Rural Neighborhoods</td>
<td>Natural Open Space</td>
</tr>
<tr>
<td>B Developed Open Space</td>
<td>Cultural/Institutional or Public Use</td>
</tr>
<tr>
<td>C Residential/Commercial</td>
<td>Employment</td>
</tr>
<tr>
<td>D Mixed Use Neighborhoods</td>
<td>Commercial</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHANGE IN LAND USE CATEGORY</th>
<th>From Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Natural Open Space</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>E Commercial</td>
<td></td>
</tr>
<tr>
<td>F Mixed Use Neighborhoods</td>
<td></td>
</tr>
</tbody>
</table>

2001 General Plan

2001/ Draft 2035 General Plan Criteria Area of Change (#2)

City of Scottsdale
First Planning Zones - 2003

2035 Draft Plan

City of Scottsdale
Final Planning Zones
Horses on Residential Properties

- The City does not regulate the number of animals (including horses and other livestock) on a residential property, provided:
  - They are for personal use of the homeowner, and
  - There is a habitable single-family home on the property

- Animals are regulated by the Maricopa County Health Department and by rules/regulations enforced by Homeowner's Associations or Covenants, Codes & Restrictions (CC&R's).

- The City of Scottsdale does have regulations pertaining to:
  - Commercial Stable or Ranch
  - Nuisances such as flies or odors
Commercial Horse Operations

• Stable, commercial
  • Minimum 10 acres
  • Open to the general public, utilized primarily for the boarding of livestock not involved with breeding or training
  • Training of large groups of eight (8) or more students as permitted
  • Polo fields or arenas used for scheduled, public or club events; and those uses permitted in a ranch.
  • Meets provisions of underlying zoning district and the CUP criteria set forth in Section 1.403 of the zoning ordinance

• Ranch
  • Minimum 5 acres
  • Utilized primarily for the breeding of horses/raising of livestock
  • Training of small groups of eight (8) or fewer students
  • Housing for ranch employees permitted
  • Meets provisions of underlying zoning district and the CUP criteria set forth in Section 1.403 of the zoning ordinance

Arts, Culture & Creative Community
Element Pages 63-68

• 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 2: Sustainability & Environment

- Focus on environmental resources and open spaces

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

Chapter 3: Collaboration + Engagement

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
Chapter 4: Community Well-Being

- 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

Chapter 5: Connectivity

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

- 2 state-mandated elements:
  - Circulation
  - Bicycling
Chapter 6: Revitalization

- 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

Chapter 7: Innovation & Prosperity

- 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
Chapter 8: Implementation

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

Appendix

• Abbreviations (245)
• Glossary (246-269)
• Related Plans & Policies (270-273)
• Historical Content (274-287)
• Photo Credits/Labels (288-289)
• Acknowledgements (290-295)
Draft Scottsdale General Plan 2035
Case: 1-GP-2021
City Council Work Study Session
April 20, 2021

Public Notification:

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
- Water Bill Insert +/- 48,000

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
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)

Developed vs Undeveloped:

<table>
<thead>
<tr>
<th>Developed Parcels (57%)</th>
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| 81-130 Properties (+/- 2,567 acres) 
62% Developed (+/- 988 acres) 
62% Undeveloped (+/- 1,579 acres) |

<table>
<thead>
<tr>
<th>Undeveloped Parcels (43%)</th>
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</table>
| 81-130 Properties (+/- 1,402 acres) 
44% Developed (+/- 307 acres) 
56% Undeveloped (+/- 1,095 acres) |

| 81-190 Properties (+/- 327 acres) 
56% Developed (+/- 186 acres) |
<table>
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<tr>
<td>42% Undeveloped (+/- 141 acres)</td>
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<table>
<thead>
<tr>
<th>Scottsdale McDowell Sonoran Preserve Recommend Study Boundary (256)</th>
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<tbody>
<tr>
<td>City Boundary Line</td>
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27 Acres, Arizona State Lands

28 Acres, Arizona State Lands

105 Acres, Arizona State Lands