# Section 1 - Preface

## Prologue

## Vision and Values
- Vision Statement
- Community Aspirations
- Our Community Values
  - Foundation for the Vision

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

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

Our future begins today. Building upon decades of planning and thousands of hours of community involvement, General Plan 2035 guides the physical development of Scottsdale and acts as a blueprint to enhance our Community Aspirations—Exceptional Experience, Outstanding Livability, and Community Prosperity—over the next twenty years.
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)
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. (NEW)
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. (NEW)
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 will have opportunities to prosper. (NEW)
These values will be at the forefront of our decision-making in implementing our vision, community aspirations, and goals found in the General Plan and shall be the basis upon which inconsistencies in the General Plan are resolved (values listed are of equal importance):

■ **Respect Character and Culture**
  Enhance and protect Scottsdale’s unique features, neighborhood identity, character, livability, southwestern heritage, and tourism through appropriate land uses and high standards for design. Create vibrant and attractive places that accommodate a variety of ages and incomes and support the arts and multi-cultural traditions.

■ **Conserve and Preserve the Environment**
  Lead the region in the stewardship and effective management of the Sonoran Desert environment and conservation of natural resources and open spaces for the visual, physical, and personal enrichment of everyone.

■ **Collaborate and Engage**
  Promote strong, visionary leadership that is transparent, responsive, and efficient; collaborates regionally; respects and honors our community values; recognizes the benefit of interactive community involvement and volunteerism; and embraces citizens as active partners in decisions that affect their neighborhoods and city.
■ **Foster Well-Being**
  Promote a culture of life-long physical and mental health, safety, and well-being for residents, visitors, employers, and employees.

■ **Connect the Community**
  Connect all community members across geographic, cultural and generational boundaries by cultivating a welcoming environment; respecting human dignity; recognizing and embracing citywide and regional diversity; and striving for cost-effective, adaptable, and innovative mobility options.

■ **Revitalize Responsibly**
  Vigorously evaluate the short- and long-term impacts of decisions to ensure that development and redevelopment support and maintain the unique features and identity that make Scottsdale special, and contribute positively to the community’s physical, fiscal and economic needs and high quality of life.

■ **Advance Innovation and Prosperity**
  Embrace a diverse, and innovative economy to sustain our high quality of life through a variety of businesses, health and research institutions, and educational, technological, tourism and cultural elements.
THE FOUNDATION FOR THE COMMUNITY VISION

Each of us has a vision of what Scottsdale should be like in the future. Although our visions are different, they share common qualities. Unanimous agreement about the future is not the goal of the General Plan. Rather, it strives to create balance and blending of opinions to form a community that collectively manages change. Only then can we retain the community’s unique characteristics and still welcome the future.

The Scottsdale General Plan 2035 strives to reflect the coherent vision, aspirations, and community values of a diverse population.

The community vision is built on a foundation of citizen involvement. Building on the Scottsdale Town Enrichment Program (S.T.E.P.) forums of the 1960s, 1970s, and early 1980s, two community visioning processes, Scottsdale Visioning (1991-92) and CityShape 2020 (1994-96), identified Dominant Themes and created Guiding Principles for the community. These ideas were carried forward into the 2001 General Plan and validated through voter ratification. During the General Plan 2035 process, the community has retained these themes and principles by summing them up into primary Community Aspirations for Scottsdale’s future—Exceptional Experience, Outstanding Livability, and Community Prosperity. Differences of opinion about what the future should bring will always exist, but it is evident that the foundation laid by our legacy of community visioning holds true.
Scottsdale Visioning and the Shared Vision

In 1991, a “community visioning” process began to identify the most important and significant beliefs and desires about the long-term future of the community. In December 1992, the City Council accepted a report outlining Scottsdale’s Shared Vision. The Shared Vision identified four mutually supportive Dominant Themes, which reflect Scottsdale’s special qualities and are the foundation for Scottsdale’s long-term vitality. The Four Themes represent who we are and present an inspiring vision of our emerging special place in the broader regional, national, and global economy.

The Four Dominant Themes are:

- **Sonoran Desert**: Our growth and development should proceed with clear awareness of the impact on our rare and beautiful environment.

- **Resort Community**: Tourism and the constant influx of people from all over the world strongly affect our way of life as well as our economy.

- **Arts & Culture**: Scottsdale’s cultural assets are an integral part of the community and a basis for further development.

- **Health & Research**: Scottsdale has a culture of wellness and an optimistic spirit of innovation. Health, biotechnology, computer, and other high-tech businesses are a natural fit for the growing diversity of our community.

“Building on its southwestern heritage, stylish reputation, and innovative methods for delivering municipal services, Scottsdale has evolved into an internationally recognized resort center, art community, and health care provider. The desert community of Scottsdale has always been its own special place. It has never tried to be all things to all people.”

- Scottsdale Shared Vision 1992
CityShape 2020

After the Visioning process, a comprehensive review of the General Plan called CityShape 2020, occurred in late 1994. CityShape 2020 was an extensive educational and community outreach process responsible for reaffirming and improving the General Plan as an expression of the Shared Vision. Completed in 1996, the recommendations from the CityShape 2020 process are the basis for planning in Scottsdale today. The recommendations include:

- **Six Guiding Principles** (the principles are equal, with no priority in the listing):
  
  - **Preserve Meaningful Open Space**: The City of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale.
  
  - **Enhance Neighborhoods**: Scottsdale’s residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including rezoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.
  
  - **Seek Sustainability**: Scottsdale is committed to the effective management of its finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs.
  
  - **Support Economic Vitality**: Scottsdale is committed to the goal of supporting its existing economic strengths by targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community, which strengthen our ability to meet this goal.
  
  - **Advance Transportation**: The transportation system must be the backbone of Scottsdale, supporting its economy and serving and influencing its land use patterns in a positive way.
  
  - **Value Scottsdale’s Unique Lifestyle and Character**: Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. The preservation of this unique lifestyle and character will be achieved through a respect for our natural and man-made environment, while providing for the needs of our citizens.

- An enhanced focus on “character and quality” in development; and

- A three-level approach to planning: Citywide, Character Area, and Neighborhood Planning

Both the Shared Vision and CityShape 2020 recommendations are reflected in General Plan 2035’s vision, aspirations, values, and goals and policies.
Future in Focus/2001 General Plan

Future in Focus was a community effort to re-evaluate Scottsdale’s General Plan, bring it up to date with the Growing Smarter and Growing Smarter Plus ACTS, and make sure the overall direction for our city’s development (through the General Plan) was still in line with the community’s vision and goals. Future in Focus examined the vision created through Scottsdale Visioning and CityShape 2020 in the light of changes that had occurred between 1990 and 2000. The process resulted in the 2001 General Plan, which was subsequently ratified by the Scottsdale voters in 2002, per State mandate.

Based on input received from Scottsdale community members, the 2001 General Plan focused on:

- Growth management policies;
- Strengthening and preserving community character and neighborhoods;
- Involving the community in the decision-making process;
- Expanding transportation choices; and,
- Housing affordability and the need for moderately priced senior living facilities.

Using community input throughout Scottsdale’s 2001 General Plan process ensured that the plan incorporated the diversity of perspectives and beliefs held by Scottsdale community members.

“The importance of community participation in the process to update the General Plan cannot be underestimated. For a General Plan to meet the needs, expectations and ultimate desires of its community, it must thoroughly consider all sectors of the community, consider various positions and alternatives, and ultimately analyze and present the results in a fair and non-biased manner.”

- Future in Focus Community Involvement Outreach Summary, November 2000
Scottsdale General Plan 2035 (NEW SECTION)

General Plan 2035 started with a conversation about how Scottsdale should evolve over the next 20 years. That conversation began in early 2013 with a group of 80 youth in the Future Leaders Town Hall, followed by a consortium of 100 community members in the Visioning Scottsdale Town Hall. The conversation lasted for more than two years.

More than 1000 people were directly involved in the conversation—through one-on-one discussions; workshops; photo contests; online questionnaires; written submissions; Task Force, Planning Commission and City Council meetings; and community conversations. Many more were indirectly part of the conversation—by talking with each other, reading articles, blogging, and viewing General Plan exhibits and posters.

Over the course of two years, ideas flowed. People listened, shared, and discussed hard topics. The following are some of the major concepts the community discussed:

- Scottsdale is a special city in the heart of the Sonoran Desert.
- Scottsdale’s appearance, climate, specialty businesses, culture, leisure opportunities, and healthcare are what bring visitors and businesses to the community.
- Scottsdale is a mosaic of diverse neighborhoods, each one contributing in its own way to the “picture” that is Scottsdale.
- Recognizing that growth will continue in the city, the community insists on contextually-sensitive, responsible, and managed growth. The goal is not to be the fastest growing city in Arizona, but rather, continue to make Scottsdale the best place for growth that is likely to occur.
- Scottsdale is and should continue to be an economic destination city, this includes:
  - National and international tourists;
  - Regional visitors/shoppers;
  - Specialty, high-end retail;
  - A well-educated workforce and high-paying jobs;
  - A diversity of large and small businesses in a variety of sectors; and
  - A place for a variety of socioeconomic levels.
Scottsdale is a leader in preserving the natural environment and open spaces, as well as promoting environmentally-sensitive development.

Scottsdale strives to be healthy and interconnected through a variety of transportation choices, continues to excel in environmental initiatives, and provides open space and recreation opportunities for community members.

Scottsdale continues to be a multi-generational community, with people living here during all life stages.

Some recognized challenges in the future include:

- Accommodating growth in a sensitive and economically-responsible way;
- Recognizing Scottsdale’s population is aging and has one of the highest elderly populations in the country;
- Realizing the community is reaching build-out, and therefore, future development will be primarily infill or redevelopment; it will be important to ensure this development integrates into existing neighborhoods;
- Although the community will continue to use the automobile as the primary means of travel, encouraging use of alternative transportation modes will enhance community health, reduce traffic congestion, and connect residents and visitors to destinations without using a car;
- As established areas of Scottsdale revitalize and regenerate, providing access to significant, useable public open spaces and recreation opportunities will be important; and
- Ensuring prudent implementation of the General Plan for consistency with the community’s vision and values.

These citizen participation processes, encompassing thousands of work hours, have helped to define the future vision for the community and provided new tools with which to achieve that vision. The General Plan is one of those tools.
Where they can age-in-place. That protects wildlife, native plants, and open spaces. That continues to attract tourists from all over the world. Where it is easy to get around. With diverse businesses.
That involves citizens in decision-making. With community gardens and farmers markets. Which offers a variety of living environments. That is safe. With more dog parks. That is beautiful. With music, art, and events. That is welcoming. That involves citizens in decision-making.