

2035 General Plan Update

March 15, 2021 Virtual Open House

Summary Report

On March 15, 2021, Long Range Planning held three (3) virtual open house sessions with the public to gain input and feedback regarding the draft 2035 General Plan. In particular, the virtual sessions were focused on garnering input specific to the draft Vision Statement, the Land Use Element, major amendment criteria, and the downtown core – as per the interest and direction of City Council. All three (3) sessions included the same presentation materials and polling questions. The first section, below, provides an aggregate summary of polling results and summary of key discussion that occurred. The second section details all polling results and comments collected for each individual session (Morning, Noon, and Evening).

Summary of Open House Results

Over the course of the three (3) virtual sessions there were 53 total participants out of 66 total registrations. It was not mandatory for participants to contribute to the polling or verbal conversations that occurred, therefore polling participation fluctuated throughout each session. This section of the report is an aggregate summary of the polling conducted and includes a synopsis of discussions heard, specific to the various topics outlined below.

1) Vision Statement: City Council directed staff to garner public input on three (3) vision statements, including the existing 2001 General Plan Vision Statement, the 2014 Task Force Vision Statement (including 3 Community Aspirations), and a Vision Statement submitted by Vice Mayor Janik. Polling questions and results included:

- What is your preferred Vision Statement for Scottsdale?
 - Existing 2001 Vision Statement – 5 (12%)
 - Task Force 2014 Vision Statement – 15 (38%)
 - Vice-Mayor Janik Proposed Vision Statement – 18 (43%)
 - None of the Vision Statements Presented – 4 (7%)
- Does your choice fully communicate your vision for the future?
 - Yes – 28 (67%)
 - No, it is missing something I would like to suggest – 14 (33%)

Attendees were in favor of Vice-Mayor Janik Proposed Vision Statement (43%), somewhat more so than the Task Force 2014 Vision Statement (38%). Most of the discussion pertained to the vision statements being too lengthy – attendees would like to see a more concise and direct vision statement. It was also discussed that diversity, sustainability, business attraction, and education should all be prominent in Scottsdale’s Vision Statement.

2) General Plan Major Amendment Criteria: The draft General Plan includes existing major amendment criteria brought forward from the 2001 General Plan (Criteria 1 through 4) as well as three (3) NEW criteria (Criteria 5 through 7). Polling questions and results regarding the amendment criteria included:

- Do you support the first four existing (1-4) major amendment criteria and the process for which major amendments are determined?
 - Yes – 40 (91%)
 - No – 4 (9%)

- Do you support the NEW major amendment criteria (5-7) and the process for which major amendments are determined?
 - Yes – 31 (70%)
 - No – 13 (30%)

Most attendees supported both the existing and new criteria as depicted in the draft 2035 General Plan. Minimal discussion on this proposal occurred. It was opined by one individual that such criteria would ensure decision-making would not be as rushed and thus more methodical.

3) Land Use - Employment: The draft plan includes the proposal to combine the Employment and Office land use categories into a single category, as both the General Plan Task Force and the recent Citizen Review Committee did not find enough distinction in having two individual land uses that generally provide for the same intensity of uses with similar character. One polling question was provided regarding this proposal:

- Do you support the combination of the Employment/Office land use designation?
 - Yes – 36 (80%)
 - No – 9 (20%)

Most attendees supported this proposal. There were no additional comments or suggestions provided by attendees related to this proposal.

4) Land Use – Desert Rural Neighborhoods: There has been community discussion, and City Council interest, to include the addition of a new “Desert Rural” Neighborhoods General Plan land use designation for those properties that are currently zoned as R1-130 or R1-190. This proposal would affect both the acreage makeup of land use designations citywide, and potentially the major amendment criteria. Polling questions regarding this proposal included:

- Do you support the creation of a new Desert Rural Land Use designation?
 - Yes – 29 (62%)
 - No – 18 (38%)
- Do you support the land use amendment matrix associated with the creation of a new Desert Rural Land Use Category?
 - Yes – 26 (55%)
 - No – 21 (45%)

Most attendees supported both the proposal for the creation of a new “Desert Rural” Neighborhoods General Plan land use designation as well as its inclusion within the General Plan land use amendment matrix showing a change from Desert Rural to all other land use categories, excluding Natural Open Space, as a major General Plan amendment process. Attendees who opposed this proposal discussed that the new land use category would potentially reduce the amount of land that could be utilized for affordable or “family-friendly” housing. Those in favor of such stated that the proposal would afford more scrutiny by City Council on future projects while protecting those that invested in these large-lot areas.

5) Character Type – Downtown Core: City Council has directed City staff to solicit input from citizens on a proposal to adjust the General Plan Character Types Map to add the Downtown Core (in Old Town). Adding this character type would further assist in preserving the low-scale, historic, pedestrian-focused character found within a specific portion of Old Town Scottsdale. Polling questions regarding this proposal included:

- Do you support the addition of a new Character Type - Downtown Core - as its own Character Type in Old Town Scottsdale?
 - Yes – 33 (72%)
 - No – 13 (28%)

The majority of attendees were supportive of adding the Downtown Core to the Character Types map. Those in favor very much appreciate the preservation of the western heritage of Old Town as well as protecting from future height and density. Some attendees stated that they would like further expansion of that protection into other areas of downtown as well. Those in opposition stated that they felt that this proposal was provided to the public too late in the update effort, would negatively affect property owners and merchants in the area, and should not be considered. Further, those in opposition stated that this area is an asset and that stifling future development would be a detriment to such.

Virtual Open House Polling & Notes

This section of the report provides the individual results for each session conducted on March 8, 2021. Planning staff polled attendees and took notes related to discussion of such at each session. Both the polling results and individual comments are provided for each session, below:

3.15.21 – Morning Session (8:30am – 10:00am)

15 total participants out of 19 total registrations.

Morning Session, Poll 1, Results:

- What is your preferred Vision Statement for Scottsdale?
 - Existing 2001 Vision Statement – 0 (0%)
 - Task Force 2014 Vision Statement – 6 (46%)
 - Vice-Mayor Janik Proposed Vision Statement – 7 (54%)
 - None of the Vision Statements Presented – 0 (0%)
- Does your choice fully communicate your vision for the future?
 - Yes – 8 (62%)
 - No, it is missing something I'd like to suggest – 5 (38%)

Morning Session, Poll 1, Discussion Notes:

- I am in favor of Vice-Mayor Janik's Vision Statement, but I would like to see something added regarding valuing diversity, specific Native Americans, Latinos, African Americans, and to LGBTQ. Furthermore, it should state something about the city being Golden Rule, as well as including empathy and kindness.
- I am extremely concerned about the heights of buildings coming into the city.
- I would like the education element to be added into the Vision Statement.
- I agree with previous comments. I would also like to see a more focused discussion on the environmental processes within the vision statement. It is an extremely important topic.

Morning Session, Poll 2, Results

- Do you support the first four existing (1-4) major amendment criteria and the process for which major amendments are determined?
 - Yes – 12 (86%)
 - No – 2 (14%)
- Do you support the NEW major amendment criteria (5-7) and the process for which major amendments are determined?
 - Yes – 10 (71%)
 - No – 4 (29%)

Morning Session, Poll 2, Discussion Notes:

- I voted “no” as I am not sure I understood this section.
- It seems like this could be explained differently, but I am fine with moving forward.
- I would suggest that more of the slide deck is shared ahead of the meeting to attendees.

Morning Session, Poll 3, Results

- Do you support the combination of the Employment/Office land use designation?
 - Yes – 13 (93%)
 - No – 1 (7%)

Morning Session, Poll 3, Discussion Notes:

- No discussion occurred regarding this poll.

Morning Session, Poll 4, Results

- Do you support the creation of a new Desert Rural Land Use designation?
 - Yes – 10 (71%)
 - No – 4 (29%)
- Do you support the land use amendment matrix associated with the creation of a new Desert Rural Land Use Category?
 - Yes – 10 (71%)
 - No – 4 (29%)

Morning Session, Poll 4, Discussion Notes:

- I would like clarification, would any increase in density other than R1-130 or R1-190 be a major Amendment?

Morning Session, Poll 5, Results

- Do you support the addition of a new Character Type - Downtown Core - as its own Character-Type in Old Town Scottsdale?
 - Yes – 11 (79%)
 - No – 3 (21%)

Morning Session, Poll 5, Discussion Notes:

- I think the map is inadequate. It is difficult to discern the boundaries. It is unfair to add this proposal this late in the game. I am worried that this could defeat the entire General Plan. People are unprepared for this proposal.
- This downtown core idea is good. This is March and there is still plenty of time from now until June for the idea to be vetted. I would suggest the boundary be expanded as Stetson Drive as the northern boundary, Miller Road as the eastern boundary, Osborn Road as the southern boundary, and 68th Street as the western boundary. Furthermore, Type 2 should be eliminated from consideration in these areas, and instead I would suggest this area be historically preserved.
- I agree with the proposal for increasing the boundary of the downtown core.

Morning Session, Wrap-up Discussion Notes:

- Thank you for the presentation, it was excellent and clearly presented.

3.15.21 – Noon Session (11:30am – 1:00pm)

22 total participants out of 28 total registrations.

Noon Session, Poll 1, Results & Discussion

- What is your preferred Vision Statement for Scottsdale?
 - Existing 2001 Vision Statement – 2 (13%)
 - Task Force 2014 Vision Statement – 3 (20%)
 - Vice-Mayor Janik Proposed Vision Statement – 7 (47%)
 - None of the Vision Statements Presented – 3 (20%)
- Does your choice fully communicate your vision for the future?
 - Yes – 10 (67%)
 - No, it is missing something I'd like to suggest – 5 (33%)

Noon Session, Poll 1, Discussion Notes:

- I support bullet number 6 by Vice-Mayor Janik that states that “citizens are primary stakeholders”. I did not see that in the other Vision Statements.
- I know Betty Janik well, and I know she did not mean this, but some of the wording here reads as buzzwords that have been utilized by white supremacists. Again, I do not think she meant this, but I think we can change some of the wording and terms to fix this. They are the dog whistle for some of those organizations, and I do not want to step into that. Furthermore, I want a direct and powerful commitment to an Education plan or Element. This should speak to preschool all the way through graduate school. We have not attracted high-level, exciting education programs in our community. This should be added to the vision statement.
- I think all the vision statements are excellent. There are pieces of the 2001 Vision Statement that I think should be considered. I like the 2014, but I think there should be an education piece. Vice-Mayor Janik’s Vision Statement is good too, but it is kind of long and wordy. Between these three, I think we have our vision statement – we just need to refine it.
- A vision statement needs to be inspirational, brief, and easy to be digested by the public. I think all of these statements are just too long.

Noon Session, Poll 2, Results

- Do you support the first four existing (1-4) major amendment criteria and the process for which major amendments are determined?
 - Yes – 16 (94%)
 - No – 1 (6%)
- Do you support the NEW major amendment criteria (5-7) and the process for which major amendments are determined?
 - Yes – 14 (82%)
 - No – 3 (18%)

Noon Session, Poll 2, Discussion Notes:

- No discussion occurred regarding this poll.

Noon Session, Poll 3, Results

- Do you support the combination of the Employment/Office land use designation?
 - Yes – 15 (88%)
 - No – 2 (12%)

Noon Session, Poll 3, Discussion Notes:

- Have not voted in polls. Would like to leave and sign up for other sessions. Offended by language used in session.

Noon Session, Poll 4, Results

- Do you support the creation of a new Desert Rural Land Use designation?
 - Yes – 11 (61%)
 - No – 7 (39%)
- Do you support the land use amendment matrix associated with the creation of a new Desert Rural Land Use Category?
 - Yes – 10 (56%)
 - No – 8 (44%)

Noon Session, Poll 4, Discussion Notes:

- I hear routinely that, as proposed, Desert Rural could violate Proposition 207 – opening the city up to possible legal action. The value of state trust lands is large in terms of education value. We will not be able to have additional schools in the north if we keep proceeding the way we have, forcing all families and education availability in the southern areas of the city. There are portions of the plan that impact land that is the last land in Scottsdale that could be developed for the purpose of family-friendly neighborhoods. We have not had such a development since Windgate was finished. This lack of development has had an impact on our community – we are now aging and inaccessible to growing families. In any other community, commercial would be sought along Pima Road; however, we are not carving out appropriate areas for uses that support neighborhoods. We are failing to embrace the needs of the overall community. Although I agree

with some of the things said, but when we talk about a community that already exists and that those that want to be there would like to be protected, that is a different discussion from these large tracts of undeveloped land. The plan as proposed, only 1 out of 5 proposals to amend the plan get through as adopted. The requirement for 5 of 7 votes will damage any future development in this area of the city. This may be a Prop 207 issue as a result. We as taxpayers will bear the cost of any damages as a result of such future lawsuits. There is next to no opportunity for young families to move into our city.

- In thinking of separating Desert Rural – we already have property owners that have invested in this rural lifestyle, which is not cheap. I think this suggestion to add Desert Rural is just to provide extra scrutiny to benefit those that are already in that area of the City. No one is losing their property entitlements by having extra scrutiny. I think it is time for us to include this in the plan.
- If we want to have a say about future development, I do not think we should assume legal action will be the result – that is not how we should operate.
- I like some of the concepts of Desert Rural; however, if there is an impact to a large area or negative fiscal impacts, it is not clear to me what is a major amendment. I want more accountability for these projects, as I do not think City Council having an additional vote – via major amendment – does this for the community. We need more of a definition of major amendment scope in the plan.

Noon Session, Poll 5, Results

- Do you support the addition of a new Character Type - Downtown Core - as its own Character-Type in Old Town Scottsdale?
 - Yes – 12 (71%)
 - No – 5 (29%)

Noon Session, Poll 5, Discussion Notes:

- I voted no on this. I think it is too late for this aspiration as you describe it. I would like to see this proposal changed to the Historic Old Town boundary.
- Agree with the previous comment. I think that all property owners and merchants within this area should be given a chance to know that this is happening to them. Scottsdale 2.0 did a good job of discussing the need for increased density and intensity of this area. The core of retail that exists cannot be supported without height and density in certain areas. Look at sales tax receipts and how they have trended over 20 years. This area is hurting and things like the Waterfront Towers and Southbridge have helped this area, but the area needs more of that type of development to be sustainable. Property owners in this area are asking for development that can support this area. More high-end projects need to occur to bring people here to support restaurants, galleries, and shops. More consideration needs to be given to the property owners of this area.
- In other communities, where there is a waterway, there is a specific plan related to the development of such. Our City has not looked closely at this asset and how we can take advantage of such. We lack a development concept of what can occur within this area. It is appropriate to protect Old Town, but now we are pulling in a larger area that does not bring improved quality to the City by protecting such. We need to maximize the value of canal ways and the green belt.

- This General Plan is lacking a concept or vision for Scottsdale in general, and Old Town specifically. We have no common vision for the West's Most Wester Town. We could use some outside expertise to develop this vision for this area that the General Plan can further implement.
- I am opposed to increasing density and height within this area of the city. We need more livability and walkability. I agree that we need a picture of what we see of the future for this area of the city. I would like to see more housing in Old town, but I do not want to see height and density to create such. We need to support our galleries and Old Town is our heritage.

Noon Session, Wrap-up Discussion Notes:

- No discussion occurred.

3.15.21 – Evening Session (5:30pm – 7:00pm)

16 total participants out of 19 total registrations.

Evening Session, Poll 1, Results

- What is your preferred Vision Statement for Scottsdale?
 - Existing 2001 Vision Statement – 3 (21%)
 - Task Force 2014 Vision Statement – 6 (43%)
 - Vice-Mayor Janik Proposed Vision Statement – 4 (29%)
 - None of the Vision Statements Presented – 1 (7%)
- Does your choice fully communicate your vision for the future?
 - Yes – 10 (71%)
 - No, it is missing something I'd like to suggest – 4 (29%)

Evening Session, Poll 1, Discussion Notes:

- I would like to see something that addresses maintaining the integrity of the city the way it is and managing the amenities for the future. I have seen too many new developments for multi-family with no improvements to infrastructure.
- I agree with the previous comment. Attracting businesses and stating something regarding “business-friendly environment” should be included as well.
- I would like to see a stronger position related to the rural flavor of Scottsdale. I am not interested in development for the sake of development.
- Diversity appears to only speak to diversity in businesses. We want to attract people from different backgrounds and ethnicities – not just highlight differences in age groups.

Evening Session, Poll 2, Results

- Do you support the first four existing (1-4) major amendment criteria and the process for which major amendments are determined?
 - Yes – 12 (92%)
 - No – 1 (8%)

- Do you support the NEW major amendment criteria (5-7) and the process for which major amendments are determined?
 - Yes – 7 (54%)
 - No – 6 (46%)

Evening Session, Poll 2, Discussion Notes:

- I am curious as to the land use designation I live in. My concern is the expansion of downtown’s resort and tourism area – or the “bar” area. This area projects sound onto residential areas. I think that any urban or suburban changes should investigate all impacts that can occur as a result of developments. The downtown boundary needs to be evaluated as to its impact on adjacent residential neighborhoods.
- I support anything that can be done to ensure decisions are not rushed and are more methodical.

Evening Session, Poll 3, Results

- Do you support the combination of the Employment/Office land use designation?
 - Yes – 8 (57%)
 - No – 6 (43%)

Evening Session, Poll 3, Discussion Notes:

- No discussion occurred regarding this poll.

Evening Session, Poll 4, Results

- Do you support the creation of a new Desert Rural Land Use designation?
 - Yes – 8 (53%)
 - No – 7 (47%)
- Do you support the land use amendment matrix associated with the creation of a new Desert Rural Land Use Category?
 - Yes – 6 (40%)
 - No – 9 (60%)

Evening Session, Poll 4, Discussion Notes:

- No discussion occurred regarding this poll.

Evening Session, Poll 5, Results

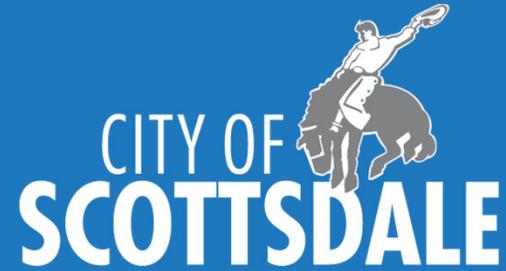
- Do you support the addition of a new Character Type - Downtown Core - as its own Character-Type in Old Town Scottsdale?
 - Yes – 10 (67%)
 - No – 5 (33%)

Evening Session, Poll 5, Discussion Notes:

- This seems like too large of an area to call it a “core”. I strongly believe we should have a historic area, but this is too large. Furthermore, some of the areas have already redeveloped. I think this is a horrible idea.
- I would like clarification as to whether a change like this would open the city up to possible litigation regarding Proposition 207.

Evening Session, Wrap-up Discussion Notes:

- None



Draft Scottsdale General Plan 2035
Case: 1-GP-2021
Virtual Open House
March 15, 2021

Open House Format

- Provide general overview of General Plan Update Process
- Request input on Council specific items.
- Receive any other comments from the public to be forwarded to Planning Commission and City Council for consideration.



What is a General Plan?

The General Plan is:

- Community Vision/City Policy
- Community-wide Goals
- Guides Decisions
- Legal Mandate
- Framework for More Specific Planning
- Establishes the Mixture/Location of Land Uses

The General Plan is NOT:

- Zoning
- Rigid or Static
- Budget
- Specific Project
- Capital Project
- Master Plan
- “Just the land use map”

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

City of Scottsdale General Plan 2001



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



SCOTTSDALE GENERAL PLAN 2011

Celebrating our past. Creating our future.

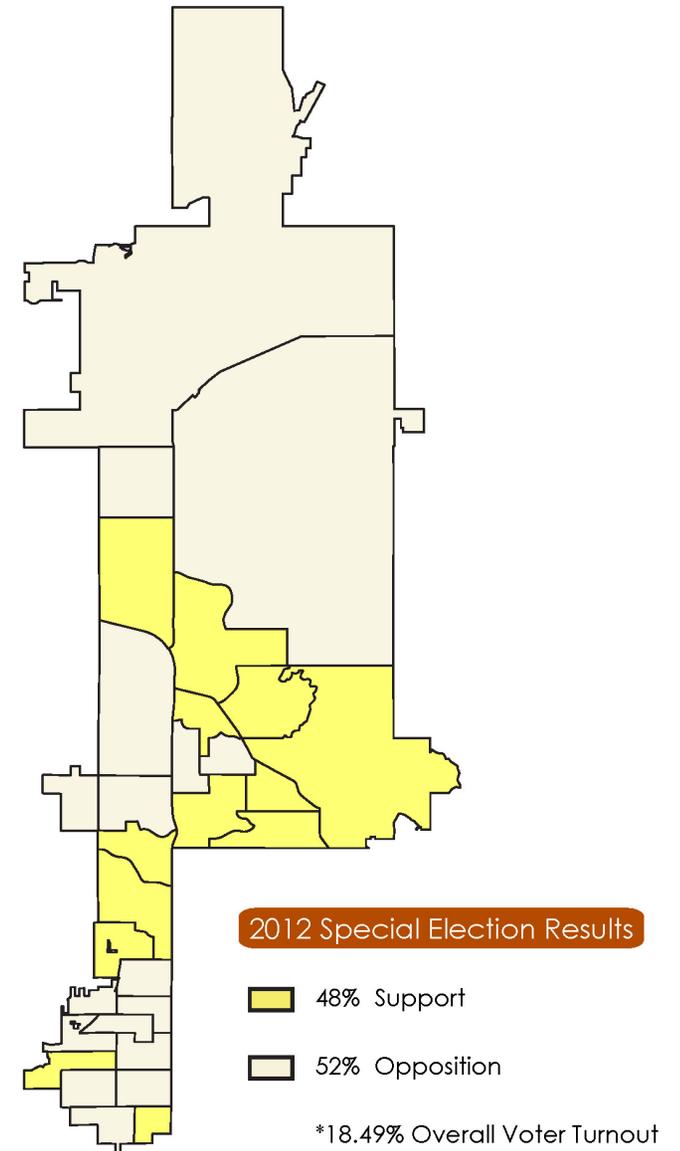


Adopted October 25, 2011

Resolution No. 8837
(pages 1-175)

2012 Polling Results

- March 13, 2012 – Special Election
- Proposition 430 – Not ratified by voters
- 2001 General Plan Remains in Effect



2035 General Plan Update

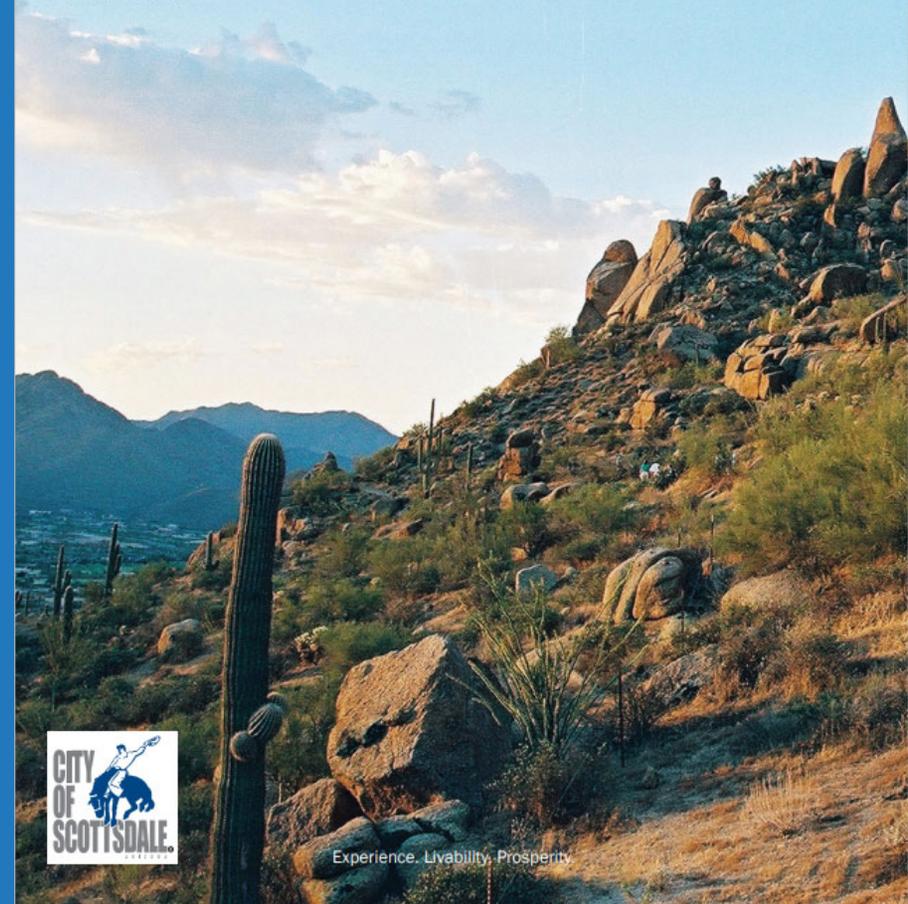
2012 – 2014

- 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 Online Engagement
 - Meetings with Individuals/Community Groups
- Base Plan - Current General Plan Update Process

CITY OF SCOTTSDALE GENERAL PLAN 2035

Task Force Recommended Draft

November 2014



Citizen Review Committee Appointments

Boards and Commissions with General Plan related content:

- Airport Advisory Commission
- Development Review Board
- Scottsdale Environmental Advisory Commission
- Historic Preservation Commission
- Human Relations Commission
- Human Services Commission
- Industrial Development Authority Board
- Library Board
- McDowell Sonoran Preserve Commission
- Neighborhood Advisory Commission
- Parks & Recreation Commission
- Tourism Development Commission
- Transportation Commission



Citizen Review Committee Process

- 13 Member Committee
 - Boards and Commissions related General Plan content
- 13 Public Meetings (April – Dec. 2020)
 - Completed charge earnestly/on time all during COVID restrictions (electronic meetings)
 - Respectful of previous Task Force work, public comments received
 - Reviewed entire draft plan
 - Considered all public comments received (300+)
 - Took final action on plan in December 2020
- Public outreach
 - Ongoing online engagement
 - Meetings with individuals/community groups
 - Vast majority of comments received by commission were at the very end of process (200+)

Committee Member	Roll Call		Item 1		Item 2	
	Present	Absent	YES	NO	YES	NO
Larry Bernosky	x		x		x	
Steve Dodd	x		x		x	
Janice Eng		x				
Shakir Gushgari	x		x		x	
Pamela Iacovo	x - 3:08		x		x	
Ryan Johnson	x		x		x	
Kurt Jones	x		x			x
Carol Miraldi	x		x		x	
Richard Newman	x		1st - x		x	
Shiela Reyman	x - 4:53				1st - x	
Blair Schweiger	x		x		x	
Janice Shimokubo	x	4:44 recess back at 6:51	2nd - x		2nd - x	
Eloy Yndigoyen	x - 5pm				x	

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**

CITY OF SCOTTSDALE GENERAL PLAN 2035

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Executive Summary

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

Section 2 - Chapters

1) Character & Culture Chapter

- ★ ■ Character & Design Element
- Land Use Element
 - General Plan Amendment Criteria
- ★ ■ Arts, Culture & Creative Community Element **NEW**

2) Sustainability & Environment Chapter

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

3) Collaboration & Engagement Chapter

- ★ ■ Community Involvement Element

4) Community Well-Being Chapter

- ★ ■ Healthy Community Element **NEW**
- Housing Element
- Recreation Element
- Safety Element

5) Connectivity Chapter

- Circulation Element
- Cycling Element

6) Revitalization Chapter

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

7) Innovation & Prosperity Chapter

- ★ ■ Economic Vitality Element
- ★ ■ Tourism Element **NEW**

8) Implementation Chapter

Section 3 - Appendix

Appendix

- Abbreviations
- Glossary
- Related Plans & Policies
- Photo Credits
- Acknowledgements

CRC Draft 2035 General Plan Organization

Character & Culture

Character & Culture Chapter

CHARACTER & DESIGN ELEMENT

- Goal CD 1 **DETERMINE** development appropriateness
- Goal CD 2 **CONTINUE** Character Area Planning
- Goal CD 3 **FOSTER** quality design
- Goal CD 4 **ENHANCE** streets and public spaces
- Goal CD 5 **IMPROVE CHARACTER THROUGH** landscaping
- Goal CD 6 **MINIMIZE** light and noise **POLLUTION**
- Goal CD 7 **HONOR** western/equestrian lifestyle

LAND USE ELEMENT*

- Goal LU 1 **ENHANCE** economic viability and character
 - Goal LU 2 **SENSITIVELY INTEGRATE** land uses **transitions**
 - Goal LU 3 **MAINTAIN** A balance of land uses
 - Goal LU 4 **DEVELOP** land use **PATTERNS and transportation THAT SUPPORT MOBILITY**
 - Goal LU 5 **PROMOTE LAND USE PATTERNS THAT** conserve resources[†]
 - Goal LU 6 Improve economic well-being
 - Goal LU 7 **PROTECT THE** Scottsdale Airport **compatibility**
- General Plan Amendment Criteria[†]

ARTS, CULTURE & CREATIVE COMMUNITY ELEMENT

- Goal ACC 1 **Arts, culture and creativity** SUPPORT ARTS AND CULTURAL PROGRAMS
- Goal ACC 2 **Arts and cultural programs** BUILD ON ARTS, CULTURE AND CREATIVITY
- Goal ACC 3 **ENCOURAGE** creative placemaking
- Goal ACC 4 **PROTECT** historic and cultural **preservation** RESOURCES
- Goal ACC 5 **PROMOTE** A creative community

[† = State-required]

Character & Culture



CHARACTER & DESIGN ELEMENT

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

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

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

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

Character & Culture

Goal CD 2

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

Policies

- CD 2.1 Set priorities for the creation and updating of Character Area Plans.
- CD 2.2 **ENSURE** Character Area Plans **should** address "edges," places where two Character Areas meet or places where Scottsdale's boundaries abut other governmental jurisdictions, to ensure compatible transitions of character and connections.
- CD 2.3 Ensure the involvement and participation of the Character Area's residents, businesses and property owners in planning and implementation. [Cross-reference Community Involvement Element]

Goal CD 3

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

Policies

- CD 3.1 Strengthen Scottsdale's economic and environmental attributes, distinctive character, and attractiveness through **good COLLABORATIVE site planning and design**. [Cross-reference Open Space; Environmental Planning; Economic Vitality; Healthy Community; and Neighborhood Preservation & Revitalization Elements]
- CD 3.2 Continue to use existing and adopt new comprehensive policies, guidelines, and design standards for use in the design and development review process, to ensure public and private development responds to and enhances the diverse character and contexts within our Sonoran Desert community. [Cross-reference Open Space; Environmental Planning; Conservation; Energy; and Neighborhood Preservation & Revitalization Elements]

CRC Draft Plan

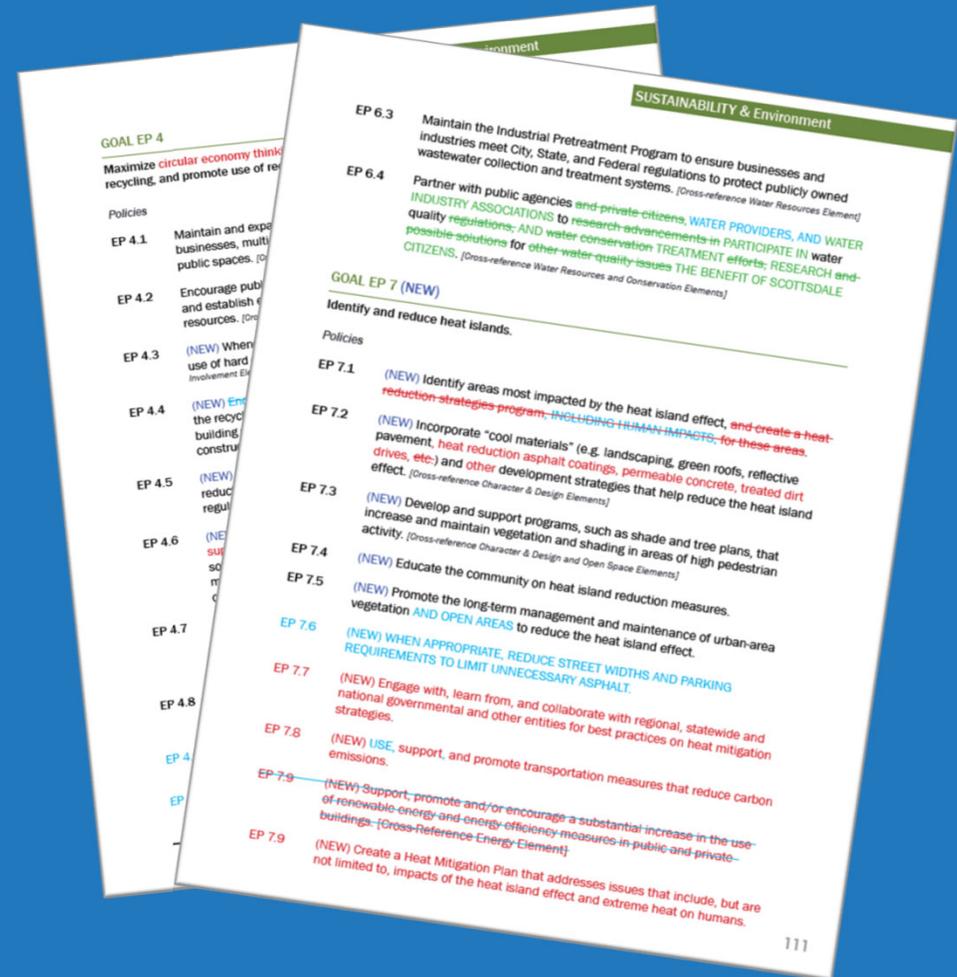
- CRC Draft 2035 General Plan
 - CRC Modifications to Plan
 - City Staff TAC Input
 - Citizen Outreach (2014 - current)

(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.





Draft Scottsdale General Plan 2035 Case: 1-GP-2021

Community Input Series: Community 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



City Council Request – 2/9 Work Study Session

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.

2001 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 and reference points. We hope to create a safe, attractive city for ourselves, our children, and for future generations. We envision a city where the natural environment is protected, where excellent services are provided, and where citizens are true partners in their city government. We aspire to create a city that is economically healthy and a good place to do business. We envision a city that has balanced mobility options and connections to citywide and regional networks. We see our community as a great place to live now and in the future.

Many characteristics combine to make Scottsdale what it is now. The physical setting of the Sonoran Desert, the character of our downtown thriving businesses and industries providing diversified employment, a historical emphasis on arts and culture, and a variety of neighborhoods, each unique in character, allowing for a broad range of lifestyles.

The passage of time inevitably brings changes. Scottsdale today differs from the city of twenty or fifty years ago and is different now than the city it will be in twenty or fifty years. The task facing us is to retain the most important characteristics of our city in the face of changes we cannot control, and manage as well as possible, those forces we can control.

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 strives to reflect a coherent vision of the hopes, dreams, and aspirations of a diverse population - senior citizens and children, long-term residents and newcomers, those living in established neighborhoods and those living in newly created neighborhoods.

2035 Community Vision & Aspirations – '14 Task Force

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.

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 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 will have opportunities to prosper.

2035 Community Vision (Vice Mayor Janik)

A Vision for the Future

VISION STATEMENT - Bulleted Town Hall Statement

Scottsdale will...

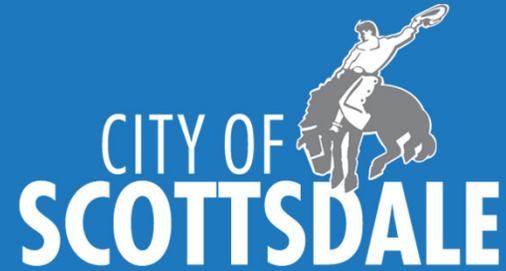
- Be a safe, attractive, vibrant and sustainable city founded on and adhering to its community values, and managing our future based on preserving those values.
- Embrace our heritage where the past is recognized and inclusivity is celebrated.
- Be an active, globally interconnected, and multi-generational 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 respect 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 draw visitors from around the world because of our internationally recognized brand reflected in our city's physical appearance; desert vistas; the Preserve; world-class events; resorts; equestrian heritage; high quality of life; healthcare resources; thriving, unique and walkable downtown; and arts, culture and recreation opportunities.
- Create, grow and attract diverse, world-class businesses and entrepreneurs that leverage technology, innovation, and a thriving, 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 to citywide and regional networks.

We will be one of the finest cities in which to visit, live, work, and play and a place where the Southwest and the 21st Century join hands.

City Council Request – 2/9 Work Study Session

- 1) What is your preferred Vision Statement for Scottsdale?
 - A. Existing 2001 Vision Statement
 - B. Task Force 2014 Vision Statement
 - C. Vice-Mayor Janik Proposed Vision Statement
 - D. None of the Vision Statements Presented
- 2) Does your choice fully communicate your vision for the future?
 - Yes
 - No, it is missing something I'd like to suggest



Draft Scottsdale General Plan 2035 Case: 1-GP-2021

Community Input Series: 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.”

Major Amendment	Minor Amendment
Occurs one time per year	Can occur any time per year
Min. 2 Planning Commission hearings	Min. 1 Planning Commission hearing
2/3 majority of Council to adopt (5 out of 7)	Regular majority of Council to adopt (4 out of 7)
Enhanced notification to surrounding jurisdictions	Regular notification process
All Other Analysis is the same	

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 (mixed-use/commercial – economic engines);
- Uses important/vital to keep Scottsdale fiscally, socially & environmentally sustainable (resorts/tourism, natural open space, cultural)

QUALIFIES/DIRECTS A PROCESS

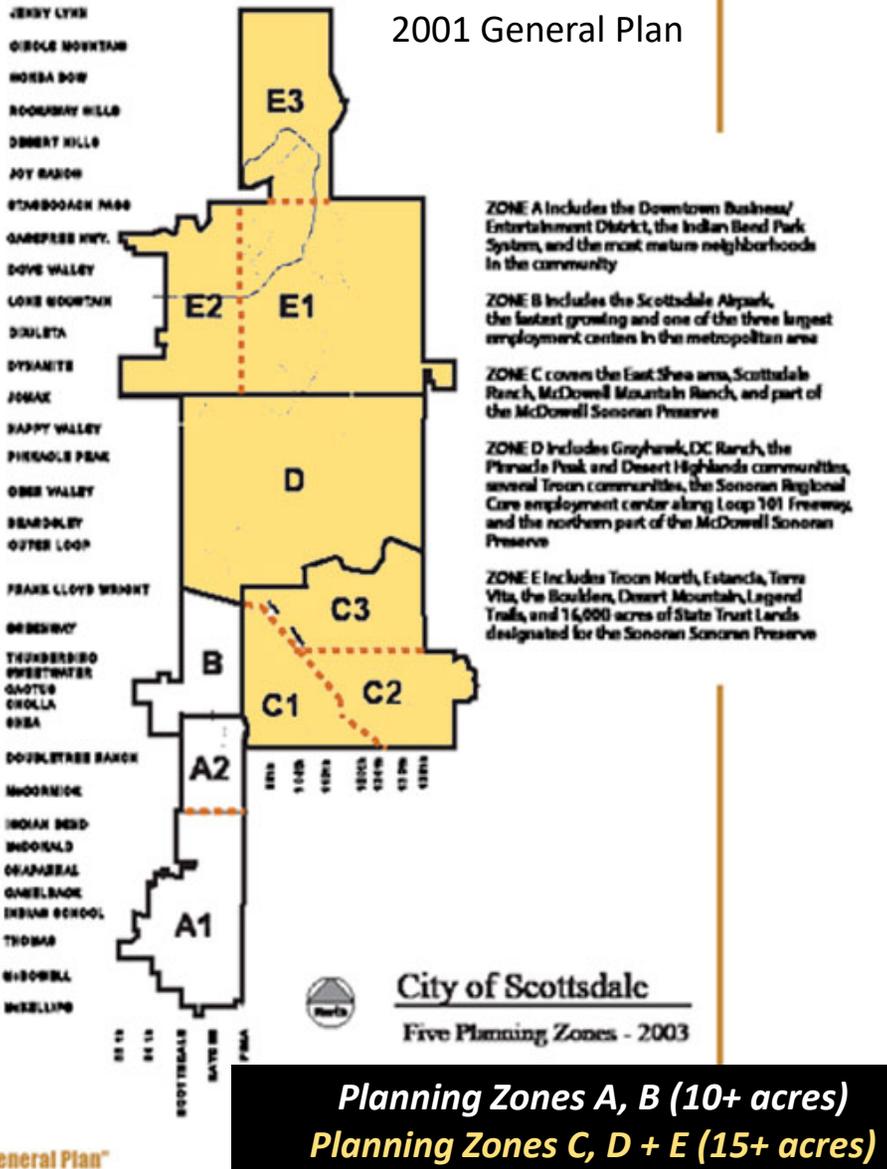
- Qualifies a proposal using the community’s criteria to determine a Major or Non- Major amendment to the established land use plan
- Allows for flexibility to respond as necessary

Land Use Category	Description	Density/Intensity
Rural Neighborhoods	Large lot, single-family neighborhoods	1 dwelling per 1+ acre(s)
Suburban Neighborhoods	Medium to small lot single-family neighborhoods	2 – 8 dwellings per acre
Urban Neighborhoods	Small-lot single family and multi-family dwellings/apartments	8+ units per acre
Mixed-Use Neighborhoods	Combination of higher-density housing, commercial and/or office uses	8+ units per acre
Resorts/Tourism	Hotels, resorts, supporting services, low to medium density residential	Contextual
Commercial	Uses that provide a variety of goods and services	Contextual
Office	A variety of office uses	Contextual
Employment	A range of employment-oriented uses, including light industrial to office uses	Contextual
Natural Open Space	Significant environmental amenities/hazards, suitable for low-impact recreational activities	N/A
Developed Open Space	Public/private recreation areas and drainage facilities	N/A
McDowell Sonoran Preserve	Mountain and desert lands in the City’s Preserve	N/A
Cultural/Institutional & Public Use	Variety of public/private facilities, including government uses, schools, hospitals, airport	Contextual

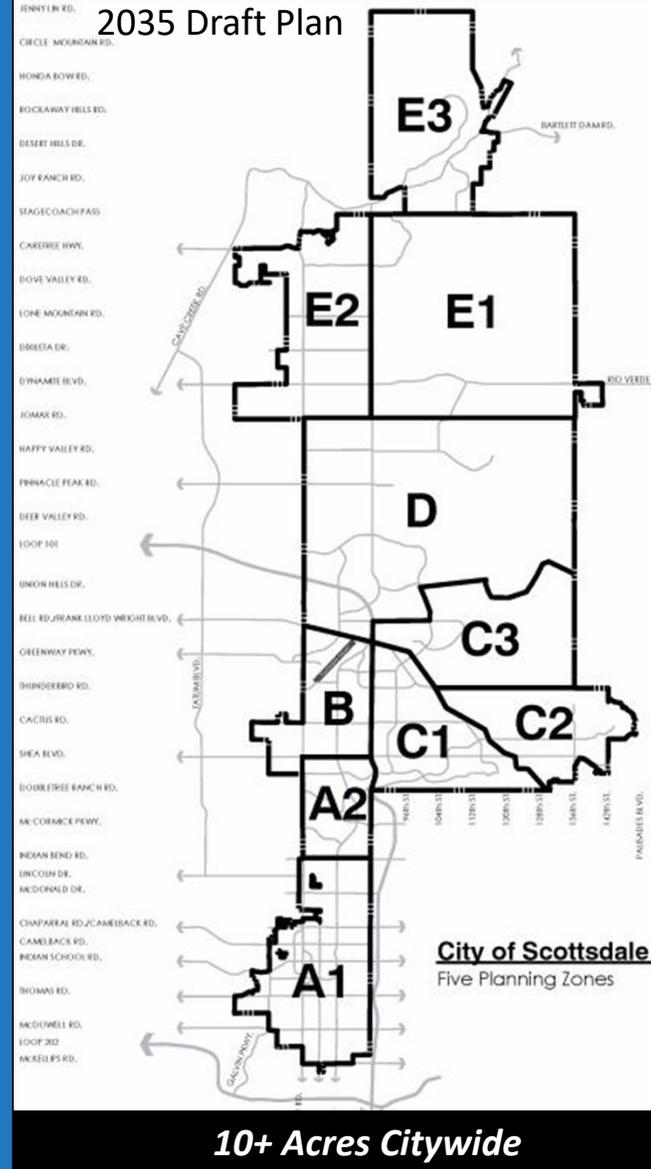
	To:	Group A	Group B	Group C	Group D	Group E
From:	Land Use Plan Category					
Group A	Rural Neighborhoods Natural Open Space		Yes	Yes	Yes	Yes
Group B	Suburban Neighborhoods Developed Open Space Cultural/Institutional or Public Use			Yes	Yes	Yes
Group C	Urban Neighborhoods Resorts/Tourism	Yes				Yes
Group D	Neighborhood Commercial Minor Office Minor Employment	Yes	Yes			Yes
Group E	Commercial Office Employment Mixed Use Regional Use Overlay	Yes	Yes			

2001 / Draft 2035 General Plan Criteria Change in Land Use (#1)

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



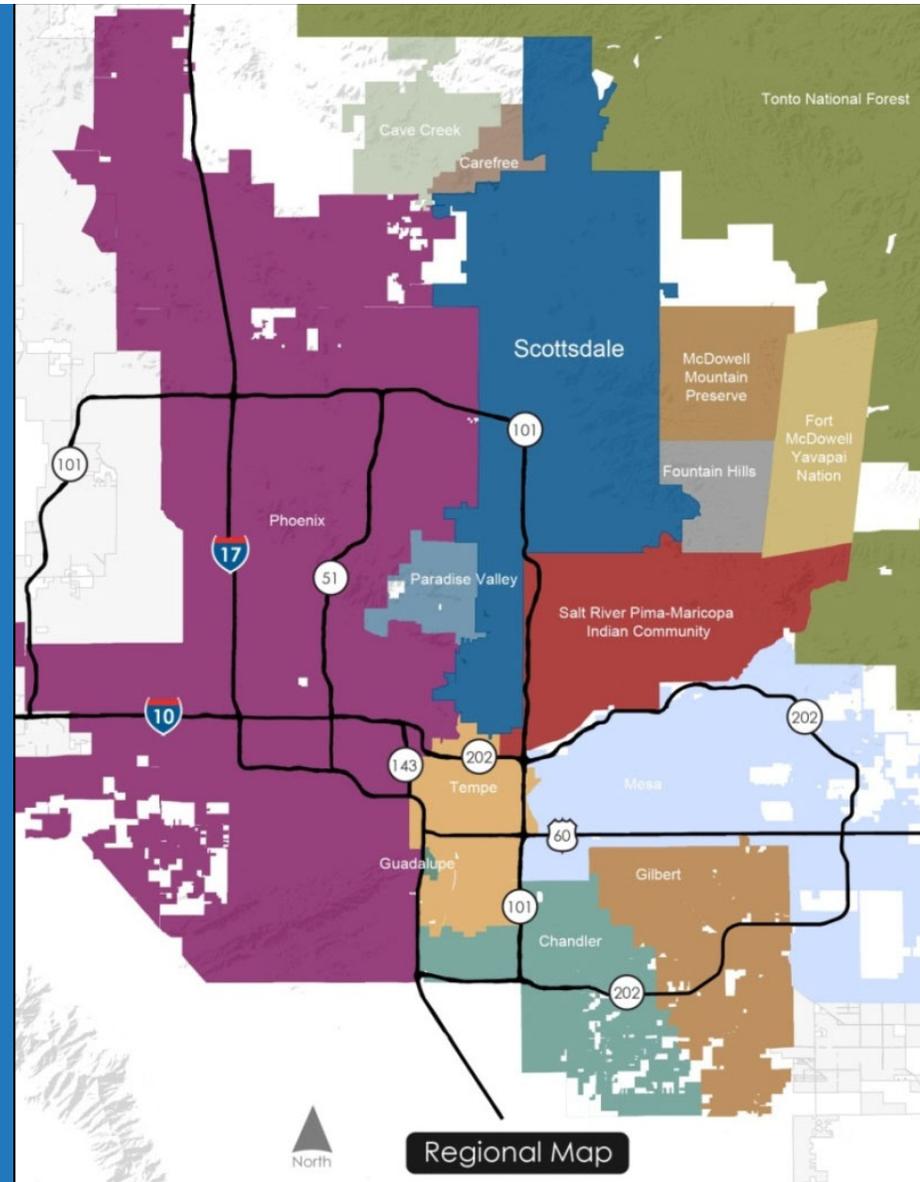
2001 / Draft 2035 General Plan Criteria Area of Change (#2)



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



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)

100% of major amendment cases were determined as a result of Criteria 1 and/or 2

*Updated as of January 2021

3. Character Area Criteria

Character areas have been added to the city's planning process in order to recognize and maintain the unique physical, visual and functional conditions that occur in distinct areas across the community. The city recognizes that these form a context that is important to the lifestyle, economic well being and long term viability of the community. These areas are identified by a number of parameters including but not limited to building scale, open space types and patterns, age of development and topographic setting.

If a proposal to change the land use category has not been clearly demonstrated by the applicant to comply with the guidelines and standards embodied within an approved character area plan, it will be considered a major amendment. (Note: The character area plans that qualify for consideration include the Cactus Corridor Plan, Shea Area Plan, Desert Foothills Plan, Dynamite Foothills Plan, Southern Scottsdale Plan, Greater Airpark Plan, and Old Town Scottsdale Plan.)

4. Water/Wastewater Infrastructure Criteria

If a proposal to change the planned land use category results in the premature increase in the size of a master planned water transmission or sewer collection facility, it will qualify as a major amendment.



**2001/
Draft 2035
General Plan
Character
Area Criteria
(#3)
&
Water –
Wastewater
Infrastructure
Criteria
(#4)**

2) Area of Change Criteria

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

3) Character Area Criteria

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

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

4) Water/Wastewater Infrastructure Criteria

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

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

A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element (pages 76-79) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (pages 72-75).

6) Growth Area Criteria (NEW)

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

7) General Plan Land Use Overlay Criteria (NEW)

The modification of, or expansion of, and/or creation of a new 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.

8) Exceptions to the General Plan Amendment Criteria (CLARIFIED FROM 2001)

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

- To facilitate completion of the Scottsdale-McDowell-Sonoran Preserve, any city-initiated change from any General Plan Land Use Category to the McDowell-Sonoran Preserve Natural Open Space Land Use Category on city-OWNED OR acquired parcels for INCLUSION IN the Scottsdale-McDowell-Sonoran Preserve will be exempt from a General Plan Amendment process. (NEW)

NEW Draft 2035 General Plan Amendment Criteria (#5)

2) Area of Change Criteria

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

3) Character Area Criteria

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

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

4) Water/Wastewater Infrastructure Criteria

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

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

A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element (**pages 76-79**) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (**pages 72-75**).

6) Growth Area Criteria (NEW)

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

7) General Plan Land Use Overlay Criteria (NEW)

The modification **of, or** expansion of, **and/or creation of a new** 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**.

8) Exceptions to the General Plan Amendment Criteria (CLARIFIED FROM 2001)

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

- ~~To facilitate completion of the Scottsdale McDowell Sonoran Preserve, any city-initiated change from any General Plan Land Use Category to the McDowell Sonoran Preserve Natural Open Space Land Use Category on city-OWNED OR acquired parcels for INCLUSION IN the Scottsdale McDowell Sonoran Preserve will be exempt from a General Plan Amendment process.~~ (NEW)

NEW Draft 2035 General Plan Amendment Criteria (#6)

2) Area of Change Criteria

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

3) Character Area Criteria

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

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

4) Water/Wastewater Infrastructure Criteria

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

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

A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element (pages 76-79) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (pages 72-75).

6) Growth Area Criteria (NEW)

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

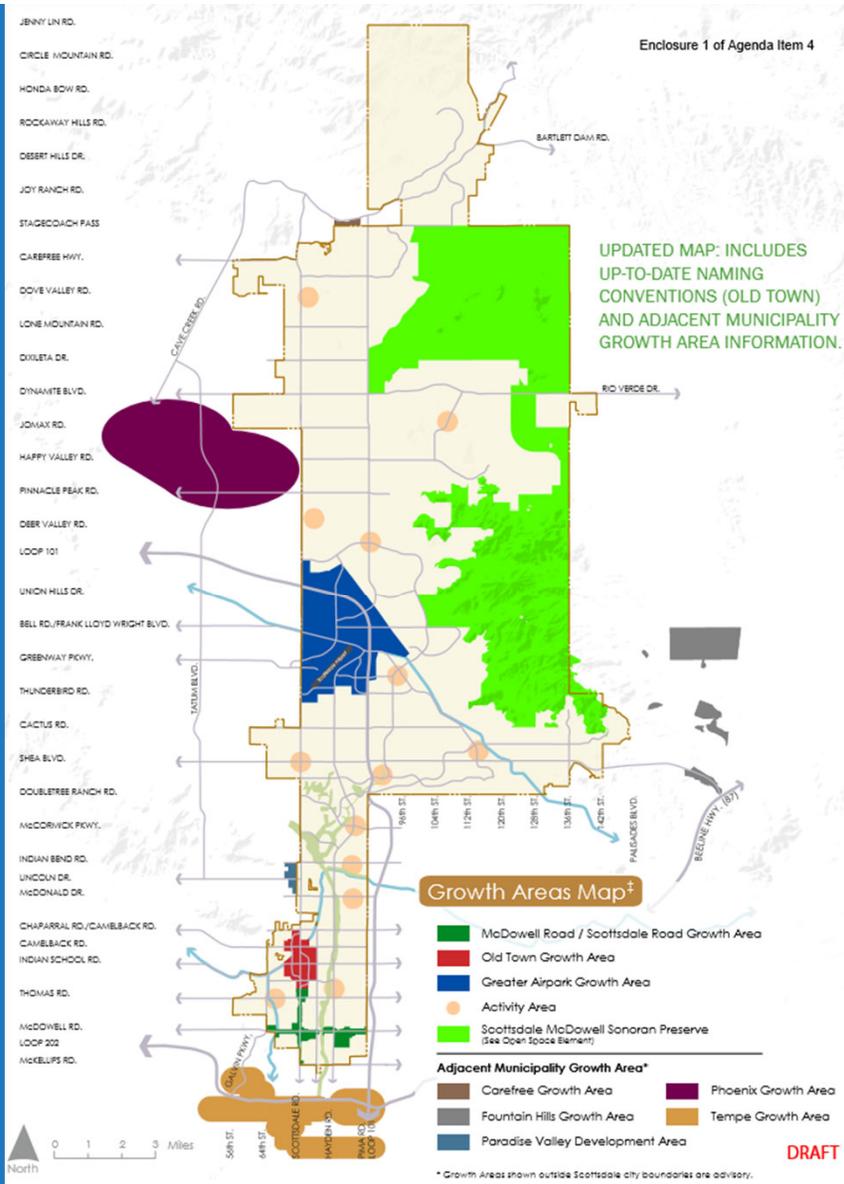
7) General Plan Land Use Overlay Criteria (NEW)

The modification **of, or** expansion of, **and/or creation of a new 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.**

8) Exceptions to the General Plan Amendment Criteria (CLARIFIED FROM 2001)

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

- **To facilitate completion of the Scottsdale McDowell Sonoran Preserve, any city-initiated change from any General Plan Land Use Category to the McDowell Sonoran Preserve Natural Open Space Land Use Category on city-OWNED OR acquired parcels for INCLUSION IN the Scottsdale McDowell Sonoran Preserve will be exempt from a General Plan Amendment process. (NEW)**



NEW Draft 2035 General Plan Amendment Criteria (#7)

2) Area of Change Criteria

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

3) Character Area Criteria

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

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

4) Water/Wastewater Infrastructure Criteria

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

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

A modification to the General Plan Amendment Criteria Section of the General Plan Land Use Element (pages 76-79) and/or a text change to the use, density, or intensity of the General Plan Land Use Category definitions (pages 72-75).

6) Growth Area Criteria (NEW)

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

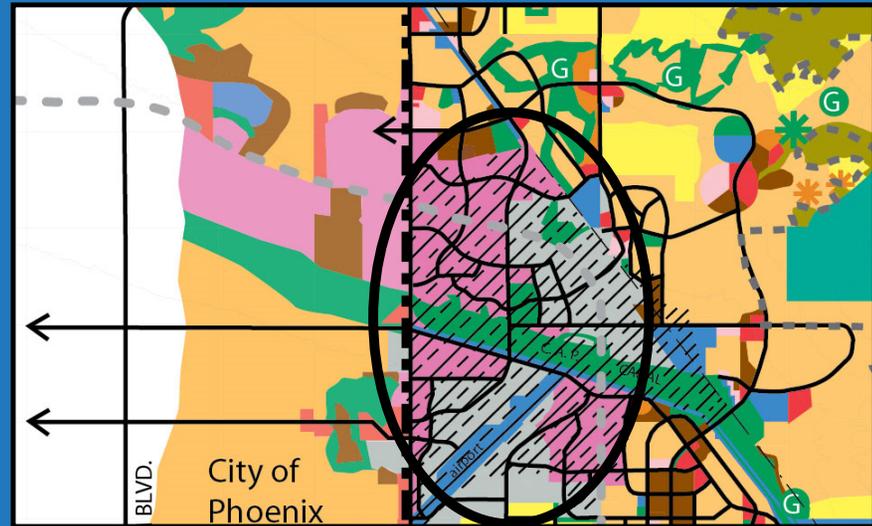
7) General Plan Land Use Overlay Criteria (NEW)

The modification **of, or expansion of, and/or creation of a new 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.**

8) Exceptions to the General Plan Amendment Criteria (CLARIFIED FROM 2001)

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

- **To facilitate completion of the Scottsdale McDowell Sonoran Preserve, any city-initiated change from any General Plan Land Use Category to the McDowell Sonoran Preserve Natural Open Space Land Use Category on city-OWNED OR acquired parcels for INCLUSION IN the Scottsdale McDowell Sonoran Preserve will be exempt from a General Plan Amendment process. (NEW)**



Regional Use Overlay



Mayo Overlay

Shea Overlay

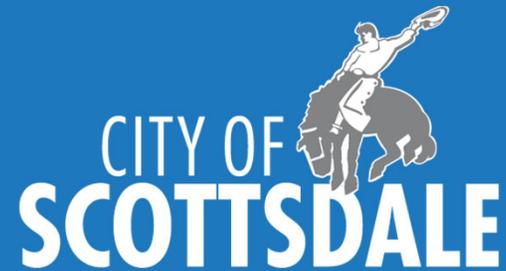
City Council Request – 2/9 Work Study Session

1) Do you support the first four existing (1-4) major amendment criteria and the process for which major amendments are determined?

- Yes
- No

2) Do you support the NEW major amendment criteria (5-7) and the process for which major amendments are determined?

- Yes
- No



Draft Scottsdale General Plan 2035 Case: 1-GP-2021

Community Input Series: Employment & Office Land Use Categories

Character & Culture

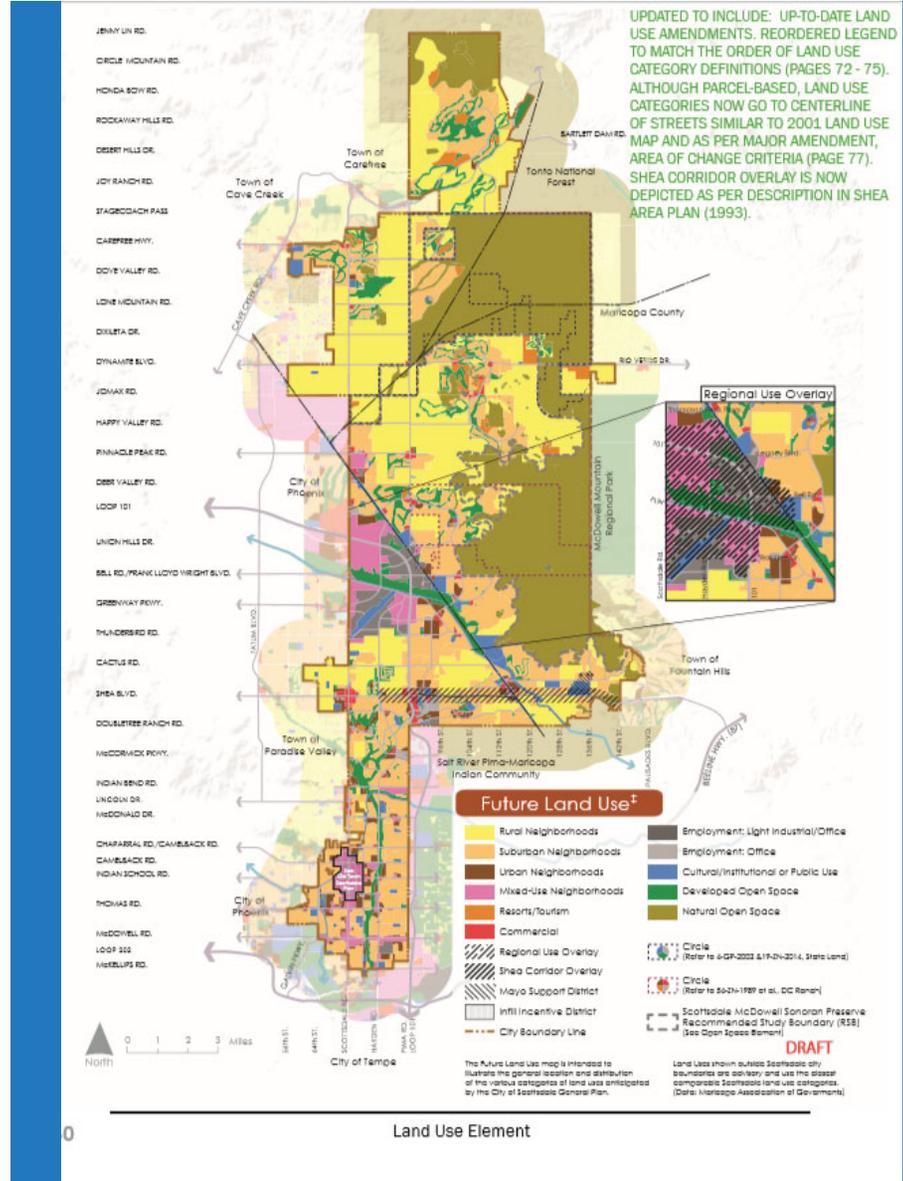
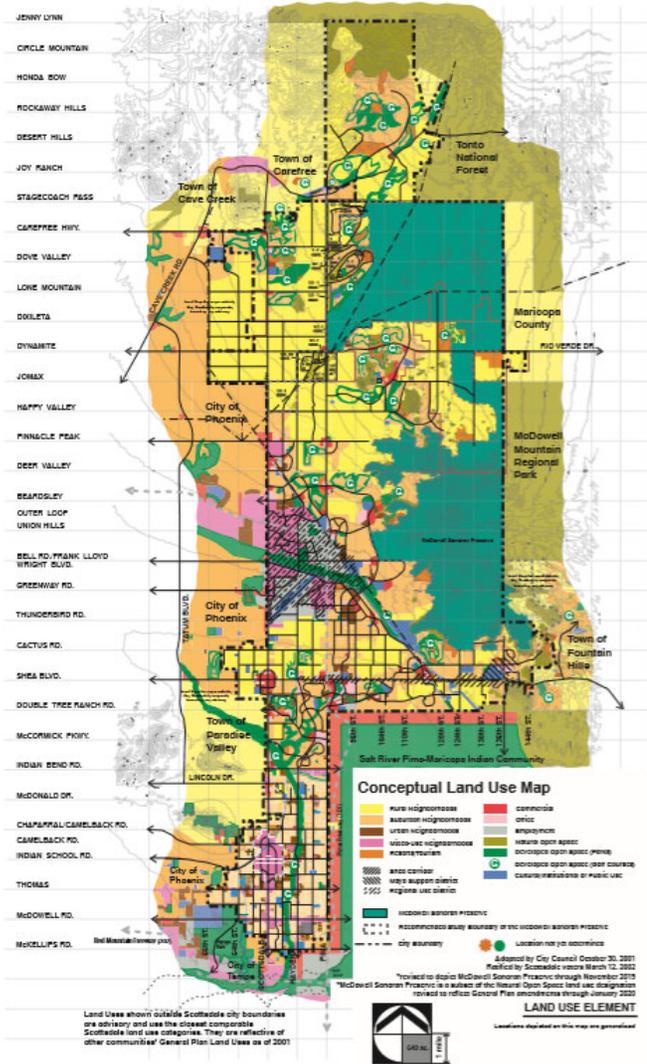
Character & Culture

Non-Residential Land Use Categories:

- **COMMERCIAL:** Commercial uses provide a variety of goods and services to the people who live, work, or visit Scottsdale and have been designated throughout the community at various locations. Neighborhood-serving commercial uses ~~should be~~ **ARE TYPICALLY encouraged to be** located at frequent intervals in relationship to the density of nearby housing to reduce travel time and distance. ~~The size and scale of neighborhood business centers should be compatible with surrounding areas.~~ **The size and scale of neighborhood business centers are encouraged to be compatible with surrounding areas.** Neighborhood-serving commercial uses are best located on collector or arterial streets. Community- and regional-serving commercial uses ~~should be~~ **ARE TYPICALLY encouraged to be** located on arterial streets for high visibility and traffic volumes. Community and regional commercial uses work best when they are integrated with a mix of uses. In Suburban and Urban Character Types, mid-range and limited-service hotel accommodations may be appropriate.
- **EMPLOYMENT:** The employment category permits a range of employment uses from light industrial to office uses. There are two types of Employment Land Uses:
 - **LIGHT INDUSTRIAL/OFFICE:** The Employment-Light Industrial/Office areas provide a variety of employment opportunities, business enterprises, aviation uses [see Greater Airpark Character Area Plan], light manufacturing, warehousing, and other light industrial and heavy commercial type activities. Light Industrial/Office uses ~~should be~~ **ARE** located and designed to limit impacts on and access to residential neighborhoods. These areas ~~should also~~ **also** have excellent access to labor pools and transportation networks. Major streets serving Light Industrial/Office areas ~~should~~ **TYPICALLY** accommodate truck traffic. Transit facilities and other multimodal options are also needed at significant employment centers to accommodate commuters and minimize traffic congestion.
 - **OFFICE:** The Employment-Office Land Use Category includes a variety of office uses. Office uses that embody residential scale and character, and generate low to moderate traffic volumes, may be located along collector or arterial streets or next to residential areas. When next to residential land uses, ~~OFFICE design of offices should~~ **incorporate** elements that minimize negative impacts on the neighborhood. Offices needing strong transportation access to accommodate citywide and regional labor pools ~~should be~~ **ARE** generally located in and around Growth and Activity Areas and in areas with arterial street or freeway access.
- **CULTURAL/INSTITUTIONAL OR PUBLIC USE:** This category includes a variety of public and private facilities including, but not limited to, government buildings, schools, **museums**, private and public utilities, the Scottsdale Airport, and Taliesin West.

Open Space Land Use Categories:

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



City Council Request – 2/9 Work Study Session

1. Do you support the combination of the Employment/Office land use designation?
 - Yes
 - No

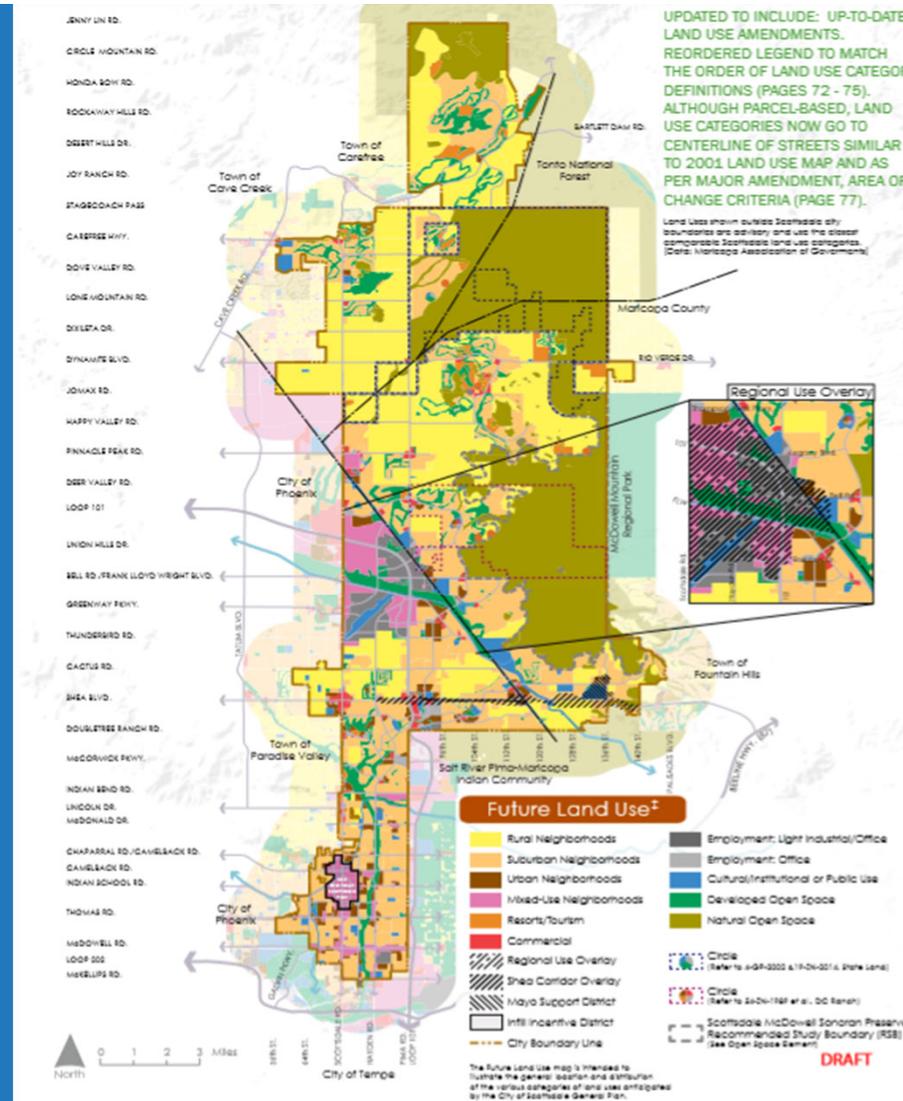


Draft Scottsdale General Plan 2035 Case: 1-GP-2021

Community Input Series: Desert Rural Neighborhoods

2035 General Plan Land Use Map

- No proposal to amend any of the land use designations
- Community discussion regarding the addition of a new “Desert Rural” Neighborhood land use

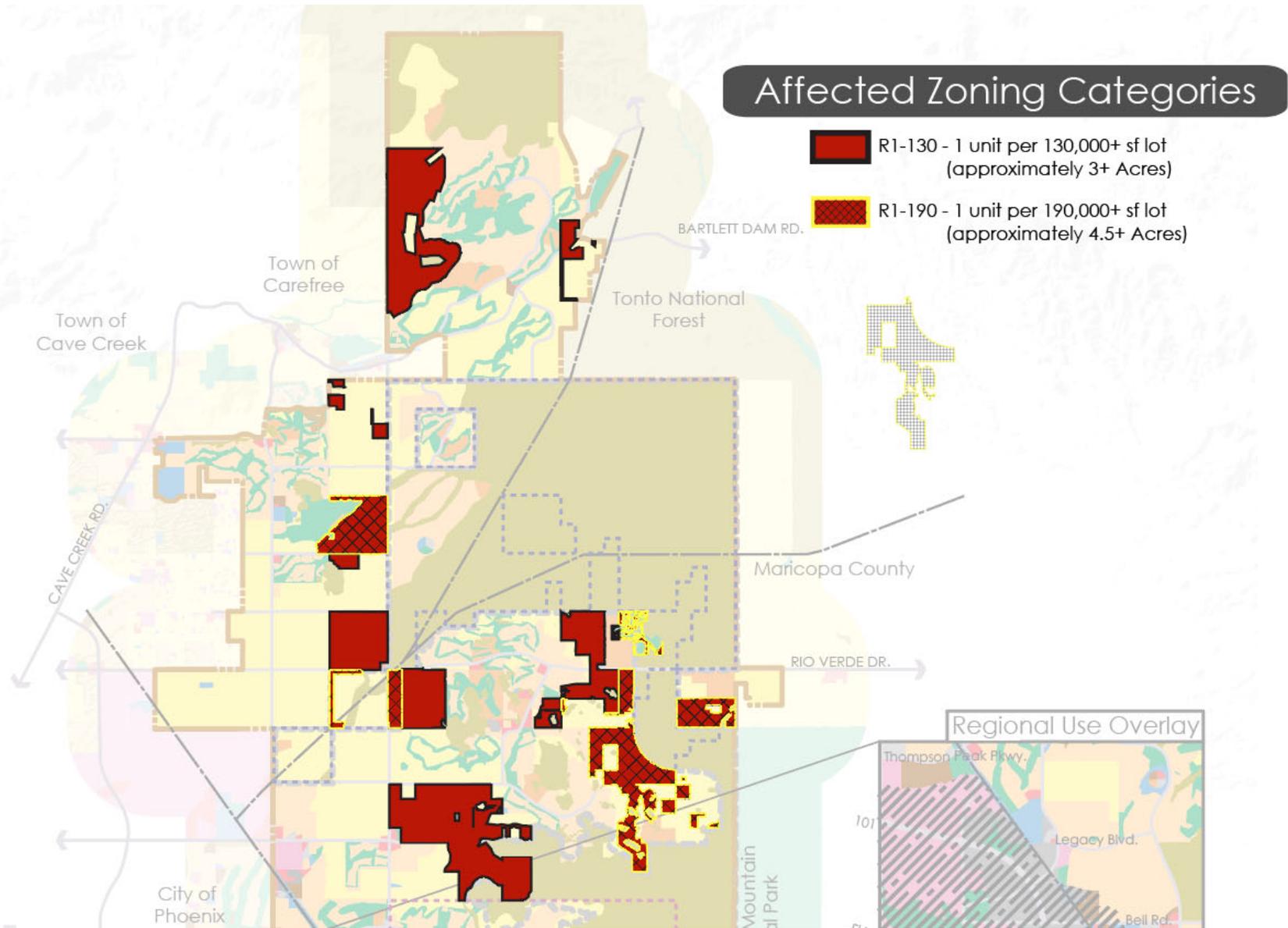


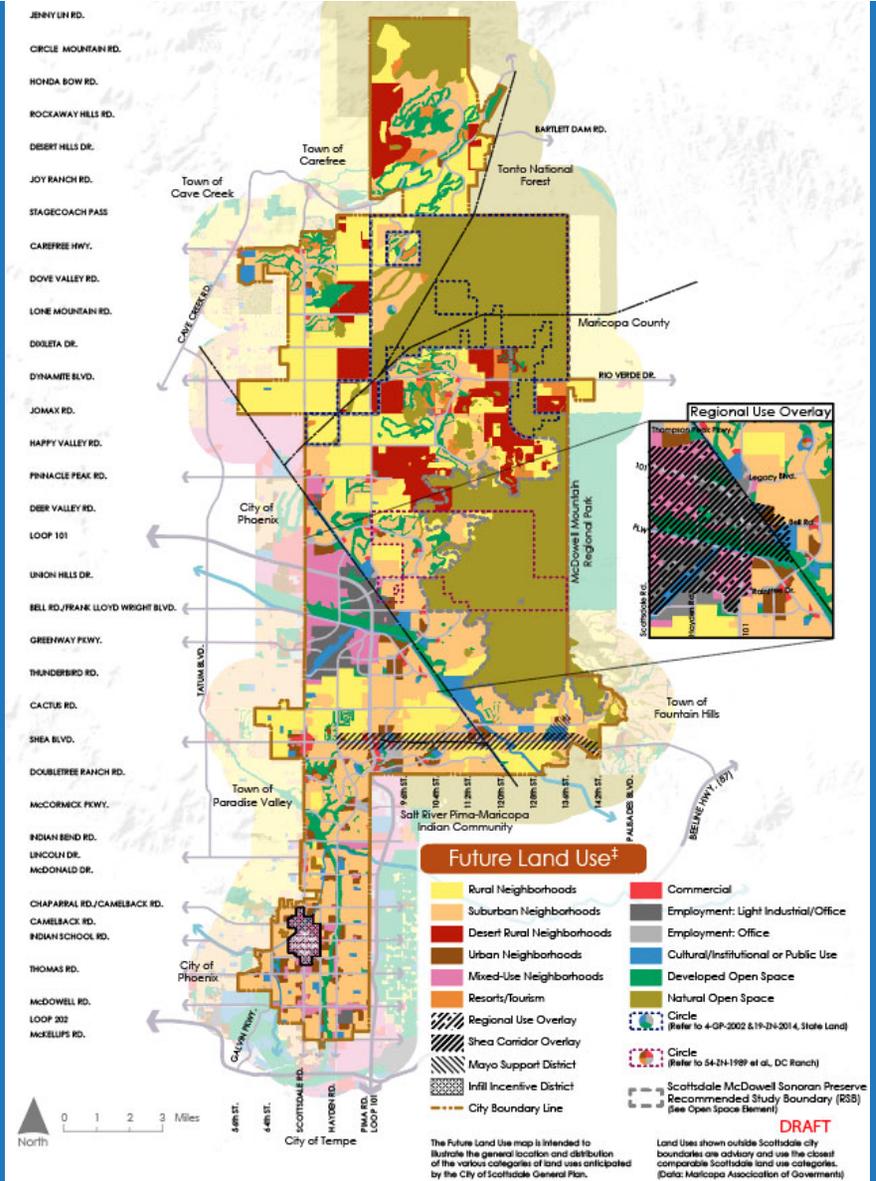
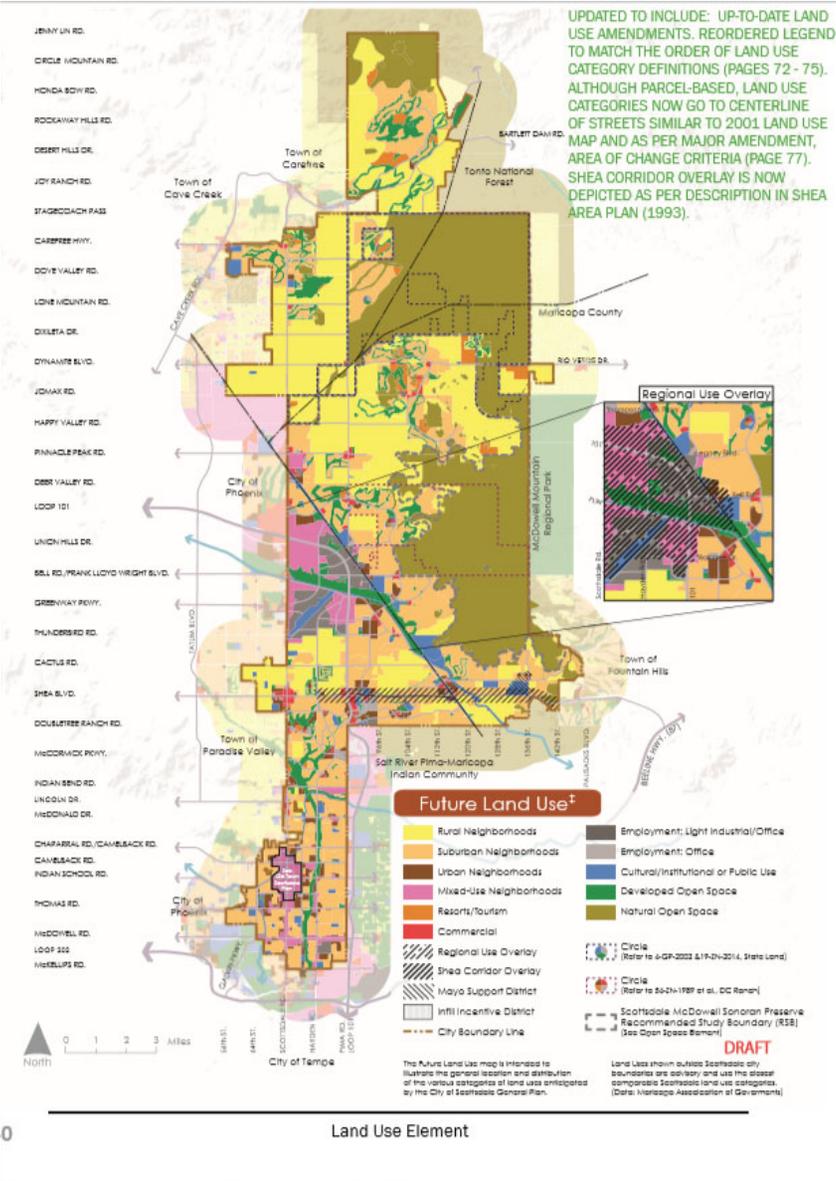
City Council Request – 2/9 Work Study Session

Test the following with the public:

- The proposal of a new Desert Rural land use designation and the association of a major amendment process

JENNY LIN RD.
CIRCLE MOUNTAIN RD.
HONDA BOW RD.
ROCKAWAY HILLS RD.
DESERT HILLS DR.
JOY RANCH RD.
STAGECOACH PASS
CAREFREE HWY.
DOVE VALLEY RD.
LONE MOUNTAIN RD.
DIXILETA DR.
DYNAMITE BLVD.
JOMAX RD.
HAPPY VALLEY RD.
PINNACLE PEAK RD.
DEER VALLEY RD.





Change in Land Use Category – Desert Rural Option

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



** Draft matrix – subject to change by Planning Commission and City Council*

General Plan Amendment Criteria

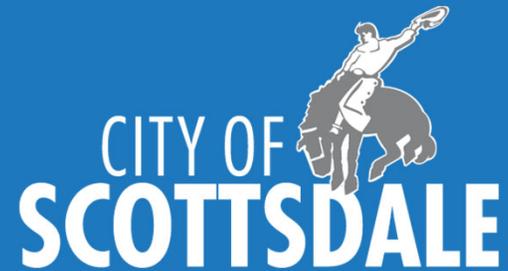
Major amendment:

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

Major Amendment	Minor Amendment
Occurs one time per year	Can occur any time per year
Min. 2 Planning Commission hearings	Min. 1 Planning Commission hearing
2/3 majority of Council to adopt (5 out of 7)	Regular majority of Council to adopt (4 out of 7)
Enhanced notification to surrounding jurisdictions	Regular notification process
All Other Analysis is the same	

City Council Request – 2/9 Work Study Session

- 1) Do you support the creation of a new Desert Rural Land Use designation?
 - Yes
 - No
- 2) Do you support the land use amendment matrix associated with the creation of a new Desert Rural Land Use Category?
 - Yes
 - No



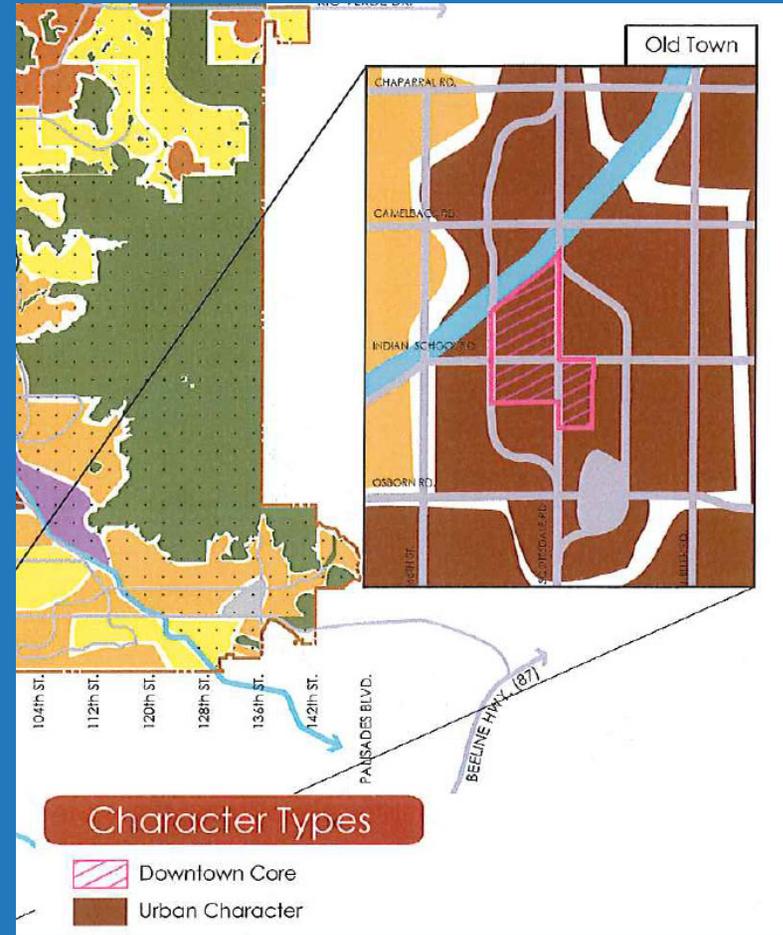
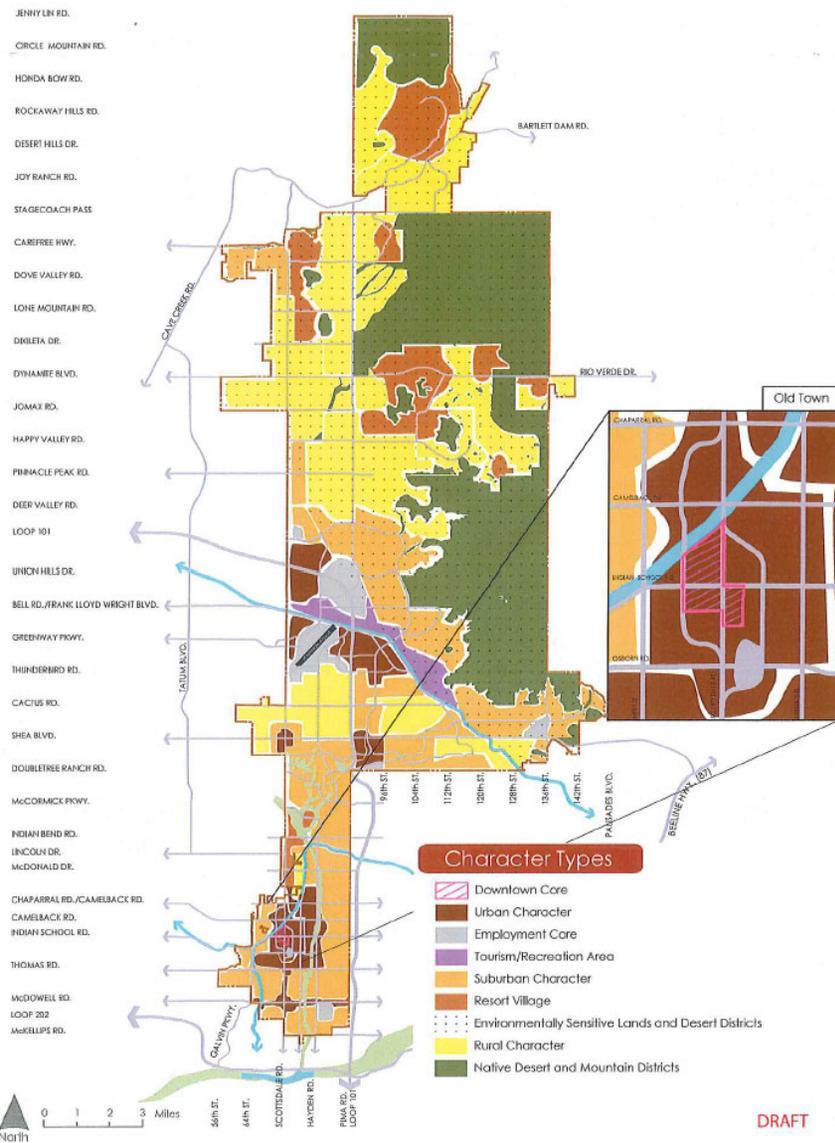
Draft Scottsdale General Plan 2035
Case: 1-GP-2021
Community Input Series:
Character Types Map :: Downtown Core in Old Town

City Council Request – 3/2 Work Study Session

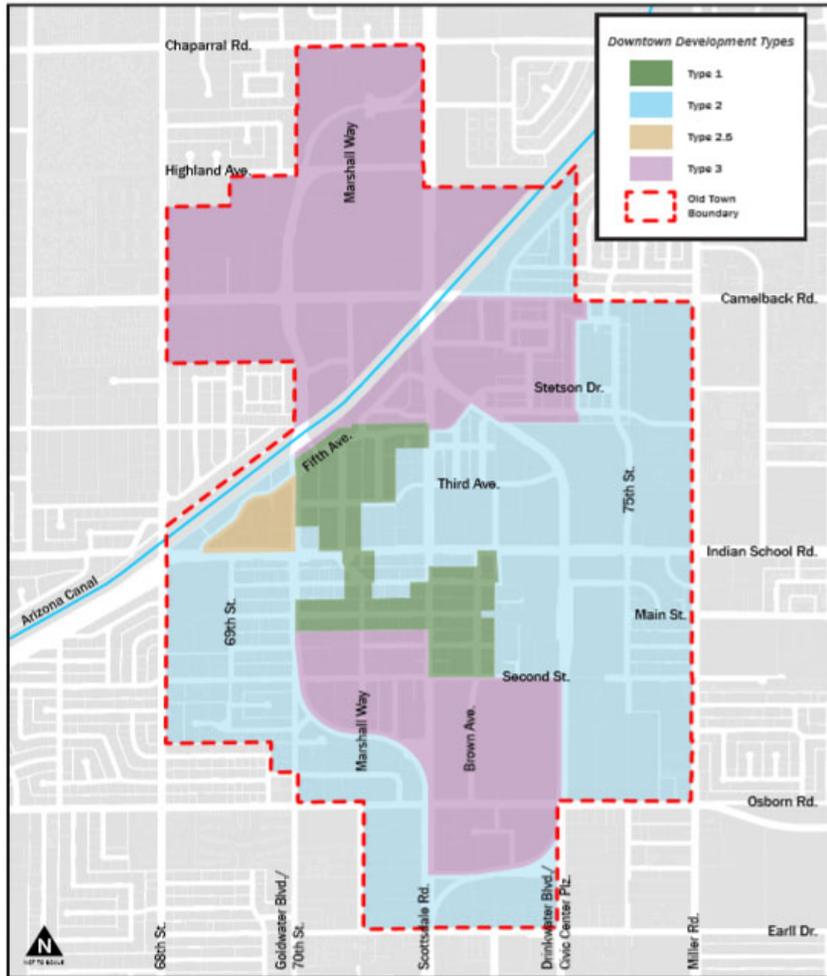
Test the following with the public:

- Explore adjustment of General Plan Character Types Map to depict expanded Downtown Core in Old Town

General Plan Character Types Map

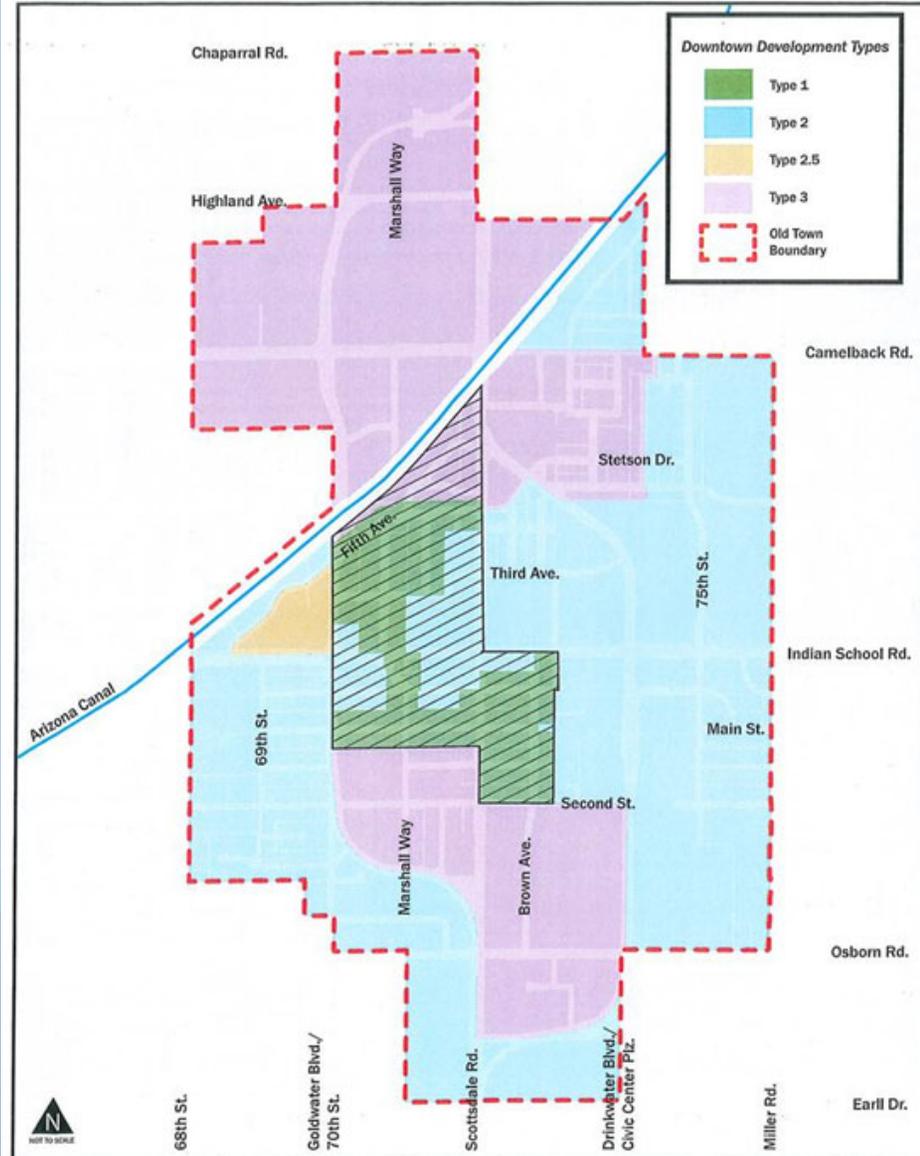


OLD TOWN SCOTTSDALE CHARACTER AREA PLAN



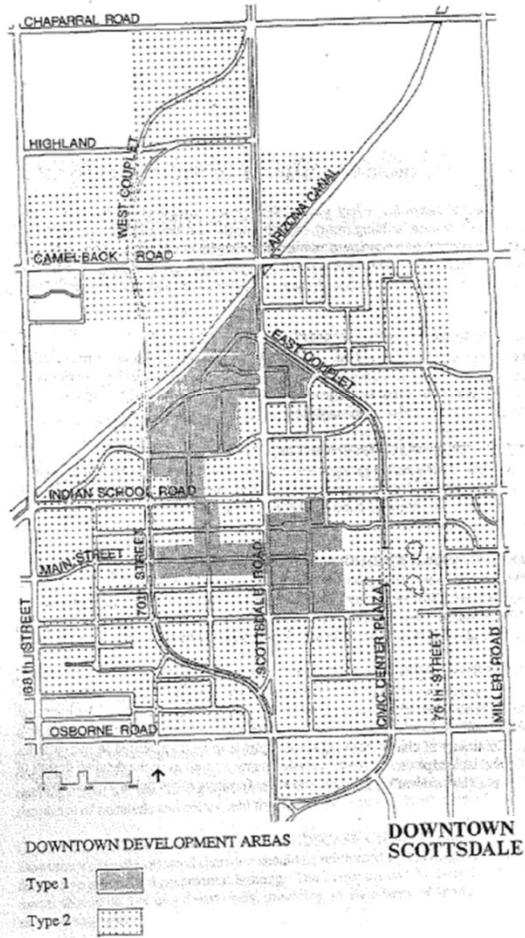
Notice: The following are maximum building heights associated with each Development Type: Type 1 may allow up to 40' or 48'; Type 2 may allow up to 90'; Type 2.5 may allow up to 120'; and, Type 3 may allow up to 150'. Maximum building heights are dependent on Development Type designation, location within the downtown, land area of proposed development, and bonus provisions outlined in the Zoning Ordinance, Sec. 6.1310. The Old Towns Character Area Plan does not regulate development standards such as maximum allowed height. Development standards are regulated by the Scottsdale Zoning Ordinance.

Map 4 - Downtown Development Types

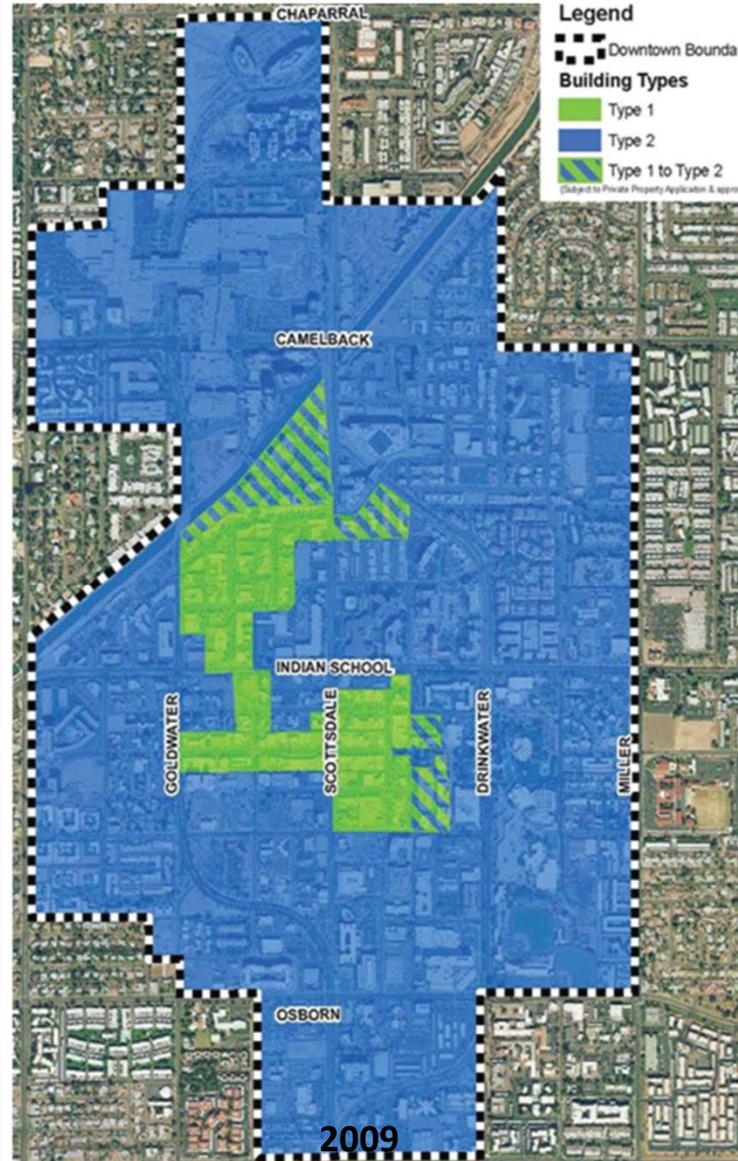


DOWNTOWN DEVELOPMENT AREAS

Downtown is divided into two general Development Areas:
TYPE 1 (COMPACT) DEVELOPMENT AREAS
TYPE 2 (INTERMEDIATE) DEVELOPMENT AREAS



1986

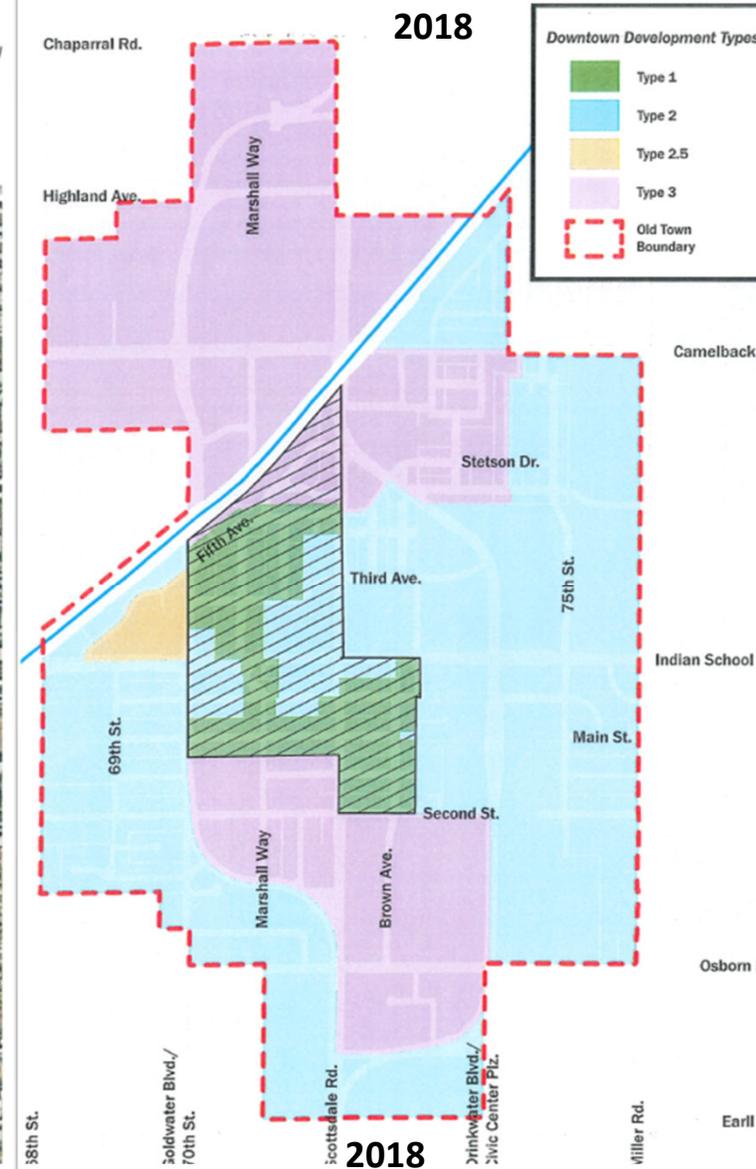


2009

Legend

- Downtown Boundary
- Building Types**
- Type 1
- Type 2
- Type 1 to Type 2

(Subject to Private Property Application & approval)



2018

2018

Downtown Development Types

- Type 1
- Type 2
- Type 2.5
- Type 3
- Old Town Boundary

City Council Request – 3/2 Work Study Session

1) Do you support the addition of a new Character Type -
Downtown Core - as its own Character-Type in Old Town
Scottsdale?

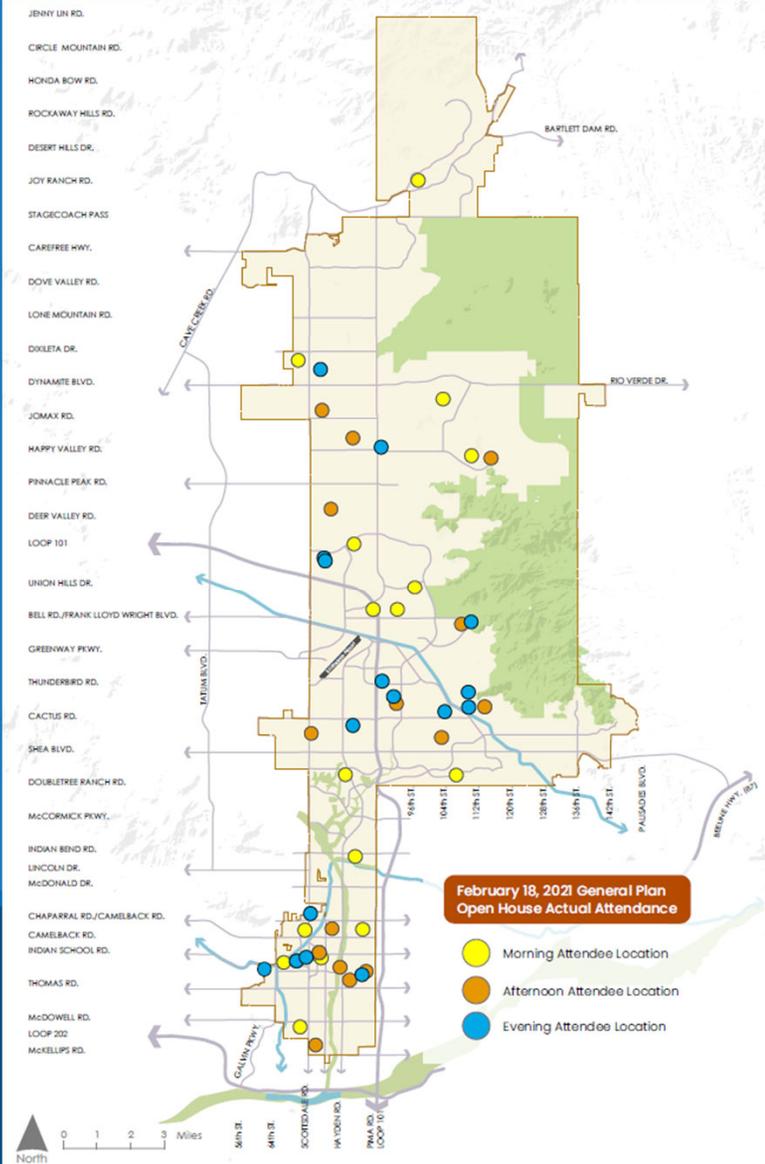
- Yes
- No

Next Steps



Additional Virtual Open House Opportunities

- Monday, March 15, 2021 – 3 sessions



The screenshot shows a web browser window with the URL <https://www.scottsdaleaz.gov/general-plan/general-plan-updates>. The search bar contains the text "What are you looking for?". Below the search bar, a list of search results is displayed, including:

- Download The Full Draft 2035 General Plan - Tracked, Legislative
- Download The Full Draft 2035 General Plan - Clean
- Executive Summary + Preface
- Character & Design Element
- Land Use Element
- General Plan Amendment Criteria
- Arts, Culture & Creative Community Element
- Open Space Element
- Environmental Planning Element
- Conservation Element
- Water Resources Element
- Energy Element
- Community Involvement Element
- Healthy Community Element
- Housing Element
- Recreation Element

To the right of the search results is a "Submit Comment on Draft Plan" form. The form includes a "Required" section with three fields:

1. Name *
2. Email address *
3. Select the Element or section to comment on *

A "Submit" button is located at the bottom of the form.

Keyword "General Plan Updates"

The screenshot shows a web browser window with the URL <https://www.scottsdaleaz.gov/general-plan/general-plan-updates/community-input-series>. The page features a search bar with the text "What are you looking for?" and a "MENU" button. Below the search bar is a section titled "CITYWIDE INITIATIVE PRESENTATIONS". This section contains four video thumbnails, each with a "Copy link" icon in the top right corner. The thumbnails are arranged in a 2x2 grid. Each thumbnail has a blue background with the City of Scottsdale logo and the text "Draft Scottsdale General Plan 2035 Case: 1-GP-2021". The thumbnails are titled as follows: "The Community Vision Statement", "General Plan Amendment Criteria", "Employment and Office Land Use Categories", and "Desert Rural Neighborhoods Designation". Each thumbnail also includes a "Take [Topic] Poll" button at the bottom. The "Desert Rural Neighborhoods Designation" thumbnail includes a "Watch on YouTube" button and a speaker icon.

Keyword "Community Input Series"

← → ↻ 🏠 🔒 <https://www.cognitoforms.com/CityOfScottsdale1/ScottsdaleGeneralPlan2035VisioningSurvey> ☆



Scottsdale General Plan 2035 - Visioning Survey

Name *

First Last

Address *

Address Line 1

Address Line 2

City State Zip Code

Email *

What is your preferred Vision Statement for Scottsdale? *

Existing 2001 Vision Statement

Task Force 2014 Vision Statement

Vice-Mayor Janik Proposed Vision Statement

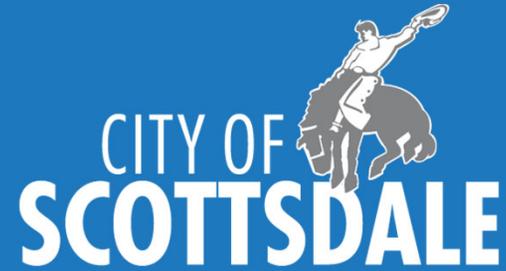
Keyword “Community Input Series”

Need more information?

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Draft Scottsdale General Plan 2035
Case: 1-GP-2021
Virtual Open House
March 15, 2021