



# CITY OF SCOTTSDALE

GENERAL PLAN ANNUAL REPORT  
JANUARY - DECEMBER 2018





## GENERAL PLAN ANNUAL REPORT JANUARY - DECEMBER 2018

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Suzanne Klapp  
Virginia Korte  
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Linda Milhaven  
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Solange Whitehead

### PROJECT STAFF

Jim Thompson, City Manager  
Randy Grant, Planning & Development Director  
Erin Perreault, AICP, Long Range Planning Services Manager  
Taylor Reynolds, Project Coordination Liaison  
Adam Yaron, Project Coordination Liaison  
Brandon McMahon, Associate Planner/Report Author

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Street Operations

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# OVERVIEW

Talliesin West



## PURPOSE

The City of Scottsdale General Plan 2001 (General Plan) is the long-range planning document that helps guide the future growth and character of the community. The goals and policies of the General Plan are enacted through ongoing formal procedures of the City, such as the Zoning Ordinance, Design Guidelines, and through recommendations from city boards and commissions, and decisions made by the City Council.

The General Plan is a policy document that has the ability to respond to changing conditions, as well as the needs and desires of the community. The General Plan has three interrelated functions:

- It is an expression of community goals and priorities;
- It is a decision-making guide; and
- It fulfills legal requirements created by state law.

Arizona State Statute requires cities to “render an annual report to the legislative body on the status of the plan and progress in its application” (ARS 9-461.07). The General Plan addresses all attributes of the community – from housing, transportation, and infrastructure, to the natural environment - therefore necessitating periodic review of the Plan’s implementation.

The purpose of this report is to review the advancement and implementation of the General Plan and to fulfill the state mandated requirement for annual review. The report provides a list of major accomplishments to illustrate how the General Plan has been implemented for the reporting period of January through December 2018.



## FORMAT

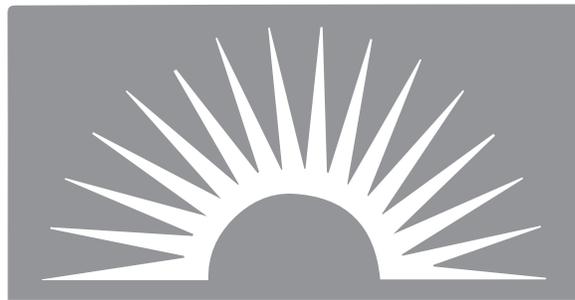
This report is organized into two main sections. The first section is a synopsis of accomplishments realized through the implementation of the General Plan while the second section lists and describes amendments (major and non-major) to the General Plan, adopted by City Council, during the reporting period.

The first section of this report - comprised of actions realized through General Plan implementation - is organized by Scottsdale's Six Guiding Principles:

-  **PRESERVE MEANINGFUL OPEN SPACE**
-  **ENHANCE NEIGHBORHOODS**
-  **SEEK SUSTAINABILITY**
-  **SUPPORT ECONOMIC VITALITY**
-  **ADVANCE TRANSPORTATION**
-  **VALUE SCOTTSDALE'S UNIQUE LIFESTYLE & CHARACTER**

The second section describes State Statutes pertaining to the General Plan amendment process, Scottsdale's established amendment criteria, and major and non-major General Plan amendments that were considered by the Scottsdale City Council between January-December of 2018.

# SECTION 1 – IMPLEMENTATION



## CITYSHAPE 2020

### CITYSHAPE 2020 & THE SIX GUIDING PRINCIPLES

As part of Scottsdale's citizen involvement efforts to ensure a coherent community vision, a comprehensive review of the General Plan, called CityShape 2020, occurred in 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 included Six Guiding Principles.

All six of the city's Guiding Principles are interrelated, and equally important in influencing the effectiveness of the public-private partnerships that build, improve, maintain and sustain Scottsdale.



#### 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 & 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.

## GENERAL PLAN ANNUAL REPORT & THE SIX GUIDING PRINCIPLES

The General Plan Annual Report is intended to review the advancement and implementation of the General Plan. The report is written so as to align with the Community Vision found in the General Plan. As such, the various actions and events realized through General Plan implementation have been aligned with the Six Guiding Principles.

Actions and events that occur over the course of a year are not always singular in terms of implementation, in many instances, they implement more than one Guiding Principle of the General Plan. However, highlighted actions and events only show up once in the report, and are matched to the Guiding Principle which they most closely align. Other Guiding Principles are noted through the use of the colored symbols (depicted below) that correspond with each of the Six Guiding Principles:



**PRESERVE MEANINGFUL OPEN SPACE**



**ENHANCE NEIGHBORHOODS**



**SEEK SUSTAINABILITY**



**SUPPORT ECONOMIC VITALITY**



**ADVANCE TRANSPORTATION**



**VALUE SCOTTSDALE'S UNIQUE IDENTITY & CHARACTER**

To further tie this document back to the General Plan, cross-references to the various General Plan elements are provided for each action. In 2001, state law mandated fifteen required elements in a General Plan; however, Scottsdale's 2001 General Plan includes twelve elements - a result of combining several state mandated elements, and incorporating three additional (not state mandated) community created elements: Character & Design, Economic Vitality, and Community Involvement. The City of Scottsdale General Plan 2001 includes the following elements:

- Character & Design
- Land Use
- Economic Vitality
- Community Involvement
- Housing
- Neighborhoods
- Open Space & Recreation
- Preservation & Environmental Planning
- Cost of Development
- Growth Areas
- Public Services & Facilities
- Community Mobility

# PRESERVE MEANINGFUL OPEN SPACE

Gateway Loop Trail in the McDowell Sonoran Preserve



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. Open space includes, but is not limited to, open space for passive enjoyment and low impact recreational activities, open space for active recreational uses, and setbacks for vista corridors along major streets. The character and function of open spaces are different depending upon the character of the area within which they are located.

Scottsdale's distinctive natural and environmental features contribute significantly to quality of life and economic vitality. Scottsdale provides an exemplary open space system, which contributes to an exceptional quality of life and visitor experience. A large proportion of the City will remain as natural open space through privately-dedicated Natural Area Open Space (NAOS) and through citizen initiative. In established areas, a network of parks, scenic and vista corridors, paths, and trails provide access to nature, recreation opportunities, ecological benefits, and beauty.

Common open spaces serve a variety of functions, such as recreation, aesthetics, and flood control. Throughout Scottsdale, several types of open spaces create different experiences. Scottsdale's McDowell Sonoran Preserve is a continuous tract of natural open space. It protects significant wildlife habitat, maintains the community's connection to the natural Sonoran Desert, and represents an image and character that is uniquely Scottsdale. A major developed open space, the Indian Bend Wash Greenbelt, serves as a recreation and flood control spine, as well as, a significant segment of the regional park system. Smaller parks next to school sites allow for dual use by the neighborhood and school. Preserved desert washes help maintain the lush desert character and wildlife corridors in developments. Still, other open spaces offer protection from natural hazards and conservation of natural resources, including watersheds, streams, and aquifers.

The following section of the report highlights actions and events that occurred in 2018 to implement the Guiding Principle, Preserve Meaningful Open Space.

Fraesfield Trailhead construction



Granite Mountain Trailhead construction



## Pima and Dynamite, Granite Mountain and Fraesfield Trailhead Improvements

The Pima and Dynamite, Fraesfield, and Granite Mountain Trailheads are three of the twelve trailheads that will provide public access to Scottsdale’s McDowell Sonoran Preserve. In 2018, the Municipal Use Master Site Plan was approved for the permanent improvements at the Pima Dynamite Trailhead and significant progress was made on the preparation of the construction drawings.

Construction of the Pima Dynamite Trailhead is expected to begin in the second half of 2019. Construction began on the Fraesfield and Granite Mountain Trailheads in the summer of 2018, with completion expected in summer 2019. The trailhead facilities include basic support amenities such as restrooms, passenger vehicle parking areas, equestrian trailer parking and staging areas (hitching rails, water trough, mounting blocks), regulatory and interpretive signage, shaded seating areas, drinking fountains, and storage area for maintenance supplies. *(Cross-Reference Open Space & Recreation Element)*

## Trail Planning

The northern area of the Preserve (north of Dynamite Boulevard) contains miles of trails that formed from years of use by both non motorized and motorized recreationalists. Most of these old trails were not planned nor built in an environmentally sustainable manner. Based on recent master planning activity with user groups, the City continues to revise the trail system into one that respects the management objectives of the Preserve by providing non-motorized public recreational access, protecting habitat and cultural resources, creating high-quality and safe user experiences, and offering access to popular destinations. The McDowell Sonoran Preserve Commission (MSPC) and staff have been working closely with trail users to assure that their experience and input helps shape the character of the new trails. Consultation is continually sought from experts in the fields of ecology, botany, wildlife biology, and cultural resources to assure the development of new trails and removal of old trails has a minimal impact on the land. A specific area, Phase 3 Trail Corridor Plan, has been developed and is being utilized to guide the design and construction of new trails. On-going feedback regarding trails completed over the past five years has been very positive and this process will continue to be utilized for all new trails. *(Cross-Reference Open Space & Recreation, and Preservation & Environmental Planning Elements)*

# ENHANCE NEIGHBORHOODS

2018 GAIN Event



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 zoning and infrastructure planning, must meet the needs of our neighborhoods, in the context of broader community goals.

Scottsdale's vision is to preserve, reinforce, and where appropriate, revitalize the core characteristics and stability that define all of its neighborhoods, commercial and residential. By making sure that development is in harmony with existing character, enhancing neighborhoods' defining features, and ensuring their long-term attractiveness and economic integrity, the unique character and special qualities of each individual neighborhood can become more prominent.

The following section of the report highlights actions and events that occurred in 2018 to implement the Guiding Principle, Enhance Neighborhoods.

2018 Spirit Award winners with members of the NAC



## Scottsdale Spirit Awards

In January of 2018, Scottsdale’s Neighborhood Advisory Commission (NAC) invited the public to celebrate the Spirit of Scottsdale, by encouraging nominations for a Spirit Award. This year, the geographic focus of the awards was on Southern Scottsdale (generally Indian Bend Road south to the City limits, inclusive of Old Town). Spirit Award categories included Multi-Family Residential, Single-Family Residential, Non-Residential, and the Spirit of Scottsdale Award, which highlights a person or organization. The focus of the Spirit Awards is on the concept of neighborhood stewardship; how a person or place contributes to Scottsdale physically, aesthetically or socially. Award recipients included:

- Multi-Family Residential - The Carter, 3300 N Scottsdale Road
- Single-Family Residential - 5002 N Scottsdale Road
- Non-Residential - Hotel Adeline, 5101 N Scottsdale Road & Goldwater Brewing, 3608 N Scottsdale Road
- Spirit of Scottsdale - Ron Roth *(Cross-Reference Housing and Neighborhoods Elements)*

## Community Education

Neighborhood College is a City-created program that provides residents, neighborhood groups and homeowners associations with the information, resources and tools needed to become effective neighborhood leaders. During 2018, there were 29 Neighborhood College classes held with 1,444 residents attending. Scottsdale Government 101, an eight week citizen academy that highlights the “nuts and bolts” of City Government, provided eighty (80) residents the opportunity to meet and engage with City leaders about topics that impact their neighborhoods. *(Cross-Reference Community Involvement Element)*

## Community Partnerships

Community partnerships were fostered through a variety of collaborative events. Neighborhood groups participated in the “Getting Arizona Involved in Neighborhoods” (GAIN) annual block party event with 47 parties. Two annual “Keep Scottsdale Beautiful” events had a total of 659 volunteers clean 177 miles of roadway, and the Adopt-a-Road program had 178 registered groups with more than 2,149 volunteers keeping 316 miles of Scottsdale roadsides adopted and cleaned throughout the year. In 2018, there were 124 active Neighborhood Watch groups with 225 captains/co-captains. *(Cross-Reference Community Involvement Element)*

## Neighborhood Safeguarding

Scottsdale has a fast and efficient code enforcement agency with a 0.2 day average code inspector response to a citizen complaint in 2018, and an average of 14 days to close a case. 95.5% of the cases were resolved through voluntary compliance by the property owner. *(Cross-Reference Neighborhoods Element)*

Mayor Jim Lane with Republic Services volunteers at Rotary Park



## Operation Fix It Rotary Park Project

In November, the Neighborhood Advisory Commission, Operation Fix It, Scottsdale Parks and Recreation Department and employees of private sector company, Republic Services, contributed an overall investment of approximately \$21,000 to improve this neighborhood park. \$10,000 in Neighborhood Enhancement funds were provided by the commission for the purchase of materials, including 70 trees, and \$11,000 in labor costs were provided by the 125 volunteers from Republic Services. Notably, in addition, Republic Services also made a financial donation of \$2,500 to Operation Fix It, which will continue to help this city program pay it forward in other Scottsdale neighborhoods. *(Cross-Reference Neighborhoods Element)*

# SEEK SUSTAINABILITY

LEED Certified Apple Store in Scottsdale Fashion Square



Scottsdale is committed to the effective management of our finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs. It is essential that there will always be sufficient resources to maintain or improve levels of service, environmental quality, economic vitality, and access to amenities that contribute to the quality of life Scottsdale offers today.

Scottsdale is a community that embraces conservation and preservation and offers residents and visitors a healthy, safe, clean and sustainable environment. Its policies and programs foster energy, land, and water conservation, reduced solid waste generation, cleanup of contaminated sites, and participation in finding solutions to regional environmental issues.

Scottsdale citizens have often affirmed that one of the community's highest priorities is preserving and protecting the environment. This is accomplished by incorporating the importance of environmental sensitivity into the City's planning efforts to ensure that environmental stewardship occurs while maintaining a high quality of life for citizens.

The following section of the report highlights actions and events that occurred in 2018 to implement the Guiding Principle, Seek Sustainability.

## Regional Sustainability

The City's Environmental Office is an active member of the Arizona State University Julie Ann Wrigley Global Institute of Sustainability, Sustainable Cities Network (SCN). The office provides active support on the SCN Steering Committee, Green Infrastructure Working Group, Low Impact Development stormwater specifications and standards subcommittee, Best Practices and Green Building Working Group, and Energy Efficiency and Solar Power Working Group.

- **Air Quality** - The Environmental Office Manager represented the East Valley cities on the Maricopa County Clean Air Council and is current member of the Maricopa Association of Governments' Air Quality Technical Advisory Committee. The Environmental Office along with the City Communications Department participated in successful county-wide "PM-2.5 Burn Cleaner, Burn Better" and "Ozone Reduction" campaigns.
- **Low Impact Development** - The Environmental Office Manager led an ASU SCN core working team for a county-wide effort to develop technical details, specifications and implementation strategies for Low Impact Development (LID) & Green Infrastructure (GI). LID & GI strategies are used to minimize stormwater pollution by treating the runoff near its source. This technique also incorporates the use of rainwater harvesting to passively support tree and plant growth. The Environmental Office applied for and was awarded two grants totaling approximately \$80,000 to develop technical standard details and specifications for 10 - LID/GI techniques.
- **Waste** - The Environmental Quality Advisory Board assisted the city's Public Works Department in assembling a new Solid Waste and Recycling Vision and Strategic plan. The plan contains several measurable and timed goals to reduce the city's waste streams and increase the city's diversion rate.
- **Environmental Quality Advisory Board** - The Environmental Quality Advisory Board (EQAB) heard citizens concerned with the city's use of glyphosate (round-up) in public turf areas. The Board began work with the city's Community Services Department to research future recommendations for alternatives to the use of chemical pesticides in its turf management programs. EQAB prepared a research paper for City Council which requested the fee structure of commercial recycling be increased only as much as the other fees for solid waste were scheduled for increase in 2018. The original staff proposed increase for commercial recycling would have been almost a 300% increase rather than the approximate 15% that Council accepted. EQAB approved a revised version of the Board's Purpose, Powers and Duties section of the City Code and submitted their recommendations to the City Council. The proposed revisions are under review in the 2019 calendar year. EQAB researched, drafted, prepared and submitted substantial input to the draft Community Solid Waste and Recycling Strategic Plan. Finally, in 2018, the Board assisted in the production of the City of Scottsdale Green Building Lecture Series. *(Cross-Reference Preservation & Environmental Planning Element)*



## Local Sustainability

### Green Building

- **Green Building Program** - The number of Scottsdale designated green homes increased to 1,429 with the building of 10 new or retrofitted single-family homes in 2018. Collectively, this represents an annual energy savings of \$791,995 and a greenhouse gas reduction equivalent of removing 1,055 passenger vehicles from the streets.
- **Lecture Series** - For the 20th consecutive year, the City provided a free monthly green building lecture series. Each lecture addressed one of many green building topics that demonstrate energy/resource efficient, healthy, and environmentally responsible building practices. Topics this past year included edible landscapes, earthen mass construction, ductless mini-splits cooling systems, circular economy and carbon neutrality. With an average monthly attendance of 30, the lecture series continues to showcase Scottsdale's environmental initiatives.

Tate Studio Custom Green Project



Element Hotel at SkySong

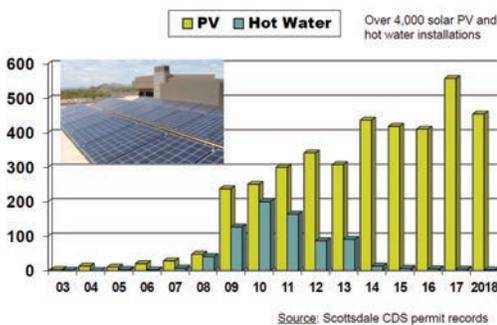


Aviation Business Center



Solar Permit Data

Solar Permits 2002 to 2018



- Green Multifamily & Commercial Projects** – The city adopted International Green Construction code (IgCC) was expanded as a baseline requirement for new building projects seeking zoning bonuses (increased building height and density) in commercial mixed-use zoning districts including downtown. The multifamily and commercial projects that were approved in 2018 under the IgCC or LEED certification program included Apple Retail Store at Fashion Square (IgCC), Element Hotel at SkySong (LEED), Optima Sonoran Village (IgCC), and Vira Apartments and retail stores at Scottsdale Quarter (IgCC).
- Green City Facilities** – In 2005, Scottsdale adopted the nation’s first LEED Gold policy for newly constructed and renovated public facilities. Since 2005, fourteen city buildings have LEED certifications including four certifications at the top platinum level. The following two projects were completed in 2018 and are pending LEED certification while two additional fire stations are in the LEED planning and design review stage - Aviation Business Center (LEED) & Fire Station 613 (LEED).
- Green Rehab Program** - With Community Development Block Grant (CDBG) funding from the US Department of Housing and Urban Development (HUD), the City’s Community Assistance Office continued its Green Rehabilitation Program, for the third year. Using a green building spec sheet to retrofit existing homes with energy efficiency improvements, water efficient plumbing fixtures, hot water delivery and indoor environmental quality, a total of seven homes were completed in 2018.
- Promotion & Outreach** - The Green Building web site was updated to highlight green projects on its profile page including green building lecture series, green building checklist updates, trends and technical resources.
- Energy/Water Efficiency & Indoor Environmental Quality Measures** Green-related building code amendments were implemented as a part of the city project review, permit and inspection process incorporating the International Green Construction Code (IgCC), the International Energy Conservation Code (IECC), the International Residential Code (IRC) and the International Plumbing Code (IPC). The code provisions include energy efficient lighting, water efficient plumbing fixtures, efficient hot water delivery, bathroom exhaust fan controls and solar ready roof zones were incorporated into 569 new single-family homes and 524 multifamily residential units.
- Solar Energy** - A total of 454 solar permits were issued in 2018 for the installation of solar electric (PV) systems on primarily residential rooftops. This brings the total solar PV installations in Scottsdale to 3,832 representing an annual energy savings of \$4,069,584 and a greenhouse gas reduction equivalent to removing 5,748 cars from the street. Despite the growing number of utility disincentives, consumer demand continues to grow for on-site solar electric power generation. With lower system costs and improved battery storage technology, we expect to see greater demand for both solar and battery storage systems. *(Cross-Reference Preservation & Environmental Planning Element)*

## Water

- **Sustainable Water Utility Management Award** - In 2018, Scottsdale Water was recognized by the Association of Metropolitan Water Agencies with the Sustainable Water Utility Management Award – the highest industry recognition conferred to municipal water agencies. The Sustainable Water Utility Management Award acknowledges water utilities that have made a commitment to management that achieves a balance of innovative and successful efforts in economic, social and environmental endeavors.
- **Water Reuse Innovation** - The Scottsdale Water Campus – the first potable water reuse facility in Arizona and one of the most advanced water recycling plants in the world – marked 20 years of successful operation in 2018. The state-of-the-art facility has enabled Scottsdale to recharge over 65 billion gallons of water into our area aquifers, safeguarding the city’s long-term water supply while also ensuring the exceptional water quality of Scottsdale’s local aquifers.

Mayor and Council Members tour the Water Campus during the 20th Anniversary Celebration



- **Water Supply & Quality** - In 2018, Scottsdale provided safe, reliable drinking water to over 90,000 accounts by maintaining and operating more than 2,100 miles of water lines, two surface water treatment plants, five groundwater treatment facilities, 43 reservoirs, 23 groundwater wells, more than 11,000 fire hydrants and thousands of valves, pump and booster stations and other equipment that make up the drinking water distribution system. The Water Quality Laboratory performed over 17,500 tests on drinking water throughout the year and Scottsdale’s drinking water exceeded all EPA water quality requirements. These tests are in addition to continuous automated monitoring of our drinking water throughout the distribution system and water treatment plants.

- **Direct Irrigation Water Reuse** - Approximately 8.4 million gallons a day of recycled water from the Water Campus and Gainey Ranch Water Reclamation Plants helped the city meet irrigation demands for 24 golf courses. Renewable CAP raw surface water supplies supplemented recycled water to irrigate the golf courses and two city recreation facilities.

Scottsdale Water Campus celebrated 20 years of operation



- **Recharging CAP Water** - For 2018, Scottsdale Water recharged 12,900 acre-feet or 4.2 billion gallons of CAP water earning long term water storage credits. The water was recharged at various Scottsdale Water recharge facilities, and at other facilities in partnership with Central Arizona Water Conservation District and Salt River Project. Participation in the recharge facility provides important economic and water management benefits for the City, as the water credits earned will be used to offset future groundwater pumping.
- **Safe Yield** - Scottsdale continues to achieve Safe Yield (recharging more water into the aquifer than pumped) for the 13th consecutive year by recharging nearly 5.4 billion gallons of water in 2018.
- **Energy Rebates to Scottsdale Water** - Scottsdale Water received a rebate check for nearly \$127,000 for its participation in the energy demand response program APS Peak Solutions for Business, which awards high-volume customers for reducing their electricity load during peak demand times. The check brought Scottsdale Water’s total APS rebates to over \$1 million in less than 10 years. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

## Solid Waste & Recycling

- **Sustainable Waste System** - Scottsdale Solid Waste continued to provide quality and efficient services to our customers at the lowest possible cost. The rising economic cost of transportation, handling and tipping fees, and the associated environmental costs have solid waste administrators searching for alternatives that will reduce cost and extract value from the green organic feed stock. Solid waste administrators worked with other City departments to improve diversion and contributed to the Community Solid Waste and Recycling Strategic Plan, adopted by City Council in 2016.
- **Landfill Diversion** - Scottsdale began offering curb side residential recycling in 1996. Scottsdale’s recycling program successfully diverts over 20% or 25,000 tons of municipal waste from the landfill annually, making Scottsdale a leader in landfill diversion. The City offers a variety of free events, such as electronics recycling and household hazardous waste collection days, along with monthly home collection of household hazardous waste. These two programs alone divert over 140 tons of waste each year.
- **Solid Waste & Recycling Planning** - The Environmental Office in partnership with Solid Waste and the Environmental Quality Advisory Board have been working on the development of a Strategic Solid Waste and Recycling Plan. *(Cross-Reference Preservation & Environmental Planning Element)*

Facilities Staff rewires a park light pole



Arbor Day Tree Planting 2018



## Additional Sustainability Efforts

- **Preventative Maintenance Program** - Scottsdale Facilities completed more than 8,580 preventive maintenance activities on their buildings and essential systems in 2018. These systems include heating, air conditioning, roofing, electrical, and fire/life safety equipment, among others. The preventive maintenance program is designed to proactively extend the life of these important City assets.
- **Clean City** - The Valley of the Sun Clean Cities Coalition and the State of Arizona recently recognized Scottsdale as a Clean Air Champion as part of the Federal Government’s initiative to reduce petroleum use. The initiative seeks to increase alternative and renewable fuel usage, improve fuel economy, and implement idle reduction and fuel-saving technology. Scottsdale has proactively increased its usage of compressed natural gas (CNG) and E-85 (increased ethanol fuel blend) as a means to add biodiesel, fuel savings and lower fleet engine emissions.
- **Tree City USA** - Scottsdale earned its 36th consecutive “Tree City USA” recognition in honor of Arbor Day – the longest run of any city in the state. To obtain Tree City USA recognition, a community must adopt a tree ordinance; appoint a board, department, or commission to advise the City on urban forest issues; spend at least \$2 per capita on community forestry activities; and hold an Arbor Day celebration. *(Cross-Reference Preservation & Environmental Planning, Open Space and Public Services & Facilities Elements)*

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# SUPPORT ECONOMIC VITALITY \$

San Francisco Giants Spring Training Game at Scottsdale Stadium



The strength of Scottsdale's economy has enabled the City to provide a high level of service to its residents at a relatively low cost through tourism and sales tax subsidies. In order to maintain its economic advantage, it is important to foster a balanced economic development program. Scottsdale is committed to the goal of supporting our existing 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 that strengthen our ability to meet this goal.

Scottsdale's future as a desirable place to live, work, and visit is dependent upon a dynamic, diversified, and growing economic base that compliments the character of the community. Scottsdale relies on its strong economic vitality to generate financial resources; provide services and a high quality of life; offer employment and prosperity for its citizens; and preserve special places in the community. Without these economic strengths, citizens would experience decreased levels of services and amenities, and/or increased taxes and costs of services.

The following section of the report highlights actions and events that occurred in 2018 to implement the Guiding Principle, Support Economic Vitality.

## Tourism Economic Impacts

Scottsdale hosted an estimated 4.5 million overnight domestic (U.S.) visitors and 4.4 million day trip visitors, which created an economic impact of \$2.4 billion in the City of Scottsdale. Tourists have a tremendous impact on tax revenues to the city. Privilege tax collections attributable to visitors in Fiscal Year 2017/18 were estimated at \$43.9 million, including bed taxes. The City continues to enhance Scottsdale as a tourism destination by strengthening the local industry through a comprehensive tourism development program of research, destination marketing and promotions, support of qualified major events as well as creation of events, and the development of destination attractions. *(Cross-Reference Economic Vitality Element)*

## Special Events

Special events are an important foundation of all communities. They serve to build a sense of community, reveal and enhance the local character, and create and develop a sense of place by highlighting what’s unique and special about the City of Scottsdale. As such:

- **Tourism Event Development Fund** - The City manages multiple programs that support special events held throughout Scottsdale by funding one-time, new, existing, and community events through a criteria-based application process. With an investment of up to \$1.2 million in 2018, these multiple programs vetted through the Tourism Development Commission and approved by City Council provided funding to 31 events that generated \$2.2 million in marketing value for the City.
- **Special Event Application & Permitting** - The City assists event organizers by guiding them through its special event application and permitting process in planning safe and successful events. Not including events held in City owned facilities such as WestWorld and Parks, the city reviewed, processed and approved 157 events in 2018.

2018 Waste Management Phoenix Open



- **Waste Management Phoenix Open** - The 2018 event reported record attendance of 719,179 breaking the 2017 record by more than 60,000 people. Billed as the “Greatest Show on Grass” the Waste Management Phoenix Open is the largest golf event in the world. The city provides substantial resources through many departments to manage public safety and transportation for this major event.

2018 Hopi Art Walk



- **Western Week & Arizona Indian Festival** - As part of the City’s Western Week, which includes several other traditional and historical events, the City of Scottsdale partnered with the Arizona American Indian Tribal Tourism Association (AAITTA) to create the Arizona Indian Festival. Held over two-days at the Civic Center, the festival provided a new platform to tribal tourism and awareness of Arizona’s 22 indigenous communities. The inclusive inter-tribal event celebrated culture, traditional arts, dance, song, dwellings, crafts and foods, as well as innovations and trends in cultural tourism experiences in Arizona.

Scottsdazzle 2018



- **Scottsdazzle & Java Jingle Crawl** - In its third year, Scottsdazzle is the city’s month-long holiday celebration held primarily in Old Town. The celebration hosts a myriad of events including the new Java Jingle Crawl that featured tasting stops and individual shopping experiences at six popular locally owned coffee shops in Old Town. In its inaugural year, 240 people participated; each received a commemorative coffee mug and tasting “passport” to redeem at each coffee shop location. *(Cross-Reference Economic Vitality Element)*

2018 Canal Convergence



2018 Mighty Mud Mania



### Canal Convergence

Scottsdale Public Art presents Canal Convergence annually with the City of Scottsdale and Salt River Project (SRP). In 2018, Scottsdale Arts presented two separate events in the spring and fall. The two-weekend spring event drew 32,855 visitors to the canal, which featured the colorful “Reflection Rising” by Poetic Kinetics among the artwork. The November event easily eclipsed the February/ March Canal Convergence with a massive crowd of 208,035 people visiting the canal during the 10-day event, which featured 18 artworks and 175 programmatic elements, including live local music, dance performances, artist talks, and artist-led workshops. *(Cross-Reference Character & Design and Growth Areas Elements)*

### Mighty Mud Mania

Mighty Mud Mania celebrated its 43rd year at Chaparral Park, providing several mud-filled activities for various age groups. With roughly over 9,000 participants. The event offers online pre-registration and a limited number of low cost fast passes that minimized line wait times for pass holders. *(Cross-Reference Open Space & Recreation Element)*

### Old Town Scottsdale

Following comprehensive research with an outside research firm and marketing agency to understand perceptions of the downtown area and identify ways that could increase visits from Valley and Arizona residents, the City of Scottsdale launched a new brand marketing campaign for downtown. That research revealed a key challenge – and potential solution. While the city for years has referred to the area as Downtown Scottsdale, with “Old Town” at its historic core, a clear majority of local consumers and business owners refer to the entire downtown area as Old Town Scottsdale.

The other overwhelming discovery is that our local consumers love Old Town Scottsdale. It is considered a vibrant, progressive destination that is evolving for the better. Research showed they love it all - from the restaurants and nightlife to the upscale art galleries, hotels, spas, charming local boutiques, museums and seasonal events. We also learned that our Western heritage remains appealing to all ages and is one of the enduring characteristics that distinguishes us from other local destinations.

So, our new brand and marketing campaign embraced our historic roots with the name Old Town Scottsdale for the entire downtown area. This name best captures the preferences of local consumers – enhancing brand clarity and authenticity without taking away from the upscale sophistication – and helped ensure the success of our first awareness campaign that spanned six months from April-September. *(Cross-Reference Economic Vitality Element)*

Celebrate '68 Day inside the Kiva



### Celebrate '68

October 13, 2018 marked the 50th anniversary of Scottsdale City Hall and Civic Center Library. To commemorate the City hosted Scottsdale Celebrate '68. The celebration included a free family festival from Scottsdale City Hall to the Hotel Valley Ho, live music, art, classic cars and a firework show. *(Cross-Reference Economic Vitality Element)*

## Scottsdale Named Top North American Golf Destination

The global trade organization for the golf tourism industry named Scottsdale the 2019 North American Golf Destination of the Year. Six hundred golf tour operators from more than 60 countries compose the International Association of Golf Tour Operators (IAGTO). For the award, each operator was asked to nominate the best performing golf destinations enjoyed by their clients. The operators considered a range of criteria, including customer satisfaction, the quality of courses and accommodations, and support from the local tourism industry. Five destinations were given the top honor, representing the following regions: North America; Latin America and the Caribbean; Europe; Africa, Gulf States and Indian Ocean; and Asia and Australia. (IAGTO.com, October 2018). *(Cross-Reference Economic Vitality Element)*

## Scottsdale Named a Best Place to Visit

Scottsdale claimed the No. 10 spot on Livability's list of the best places to visit in 2018. The website compared 2,000 small-to-mid-size cities across the U.S. to create a list of 10 cities "that are fun, safe and comfortable" to visit. Livability highlights Scottsdale's sunny weather, outdoor adventure opportunities and vibrant downtown among the reasons for choosing the city. (Livability.com, March 28) *(Cross-Reference Economic Vitality Element)*

## Scottsdale Named 14th Happiest City in The U.S.

According to a recent study from finance website WalletHub, Scottsdale is the 14th happiest city in the U.S. To determine where people in America are most content with their lives, WalletHub compared more than 180 of the largest U.S. cities across 28 key indicators of happiness. The data set ranges from depression rate to income-growth rate to average leisure time spent per day. Scottsdale's high ranking in "community and environment" considerations elevated its standing. While Scottsdale fell short of cities like San Francisco, Huntington Beach, and San Jose, Scottsdale was the highest ranked city in Arizona on the list. (WalletHub.com, March 2018) *(Cross-Reference Economic Vitality Element)*

## Business Development Efforts

The fiscal year was filled with celebratory events and announcements, with a strong focus on advanced business services and information, communications and technology firms. Attractive areas such as "The Quad on Thomas Road" in the McDowell Corridor area saw revitalization and renovation attracting companies seeking entry into the Arizona market.

- A global leader in hybrid cloud data protection, Acronis selected the Quad in Scottsdale for its Arizona inside sales organization location. Average wages at this facility were reported by the company to be approximately \$93,000 per year with 25 new jobs created in the first 12 months of operation, and 58 or more over five years.
- One of the giants of technology companies relocated its presence in Arizona by leasing a significant space at SkySong, the ASU Scottsdale Innovation Center. Oracle, headquartered in Redwood City, California and a company known as one of the largest and most innovative in the tech sector, is opening a +/-15,000-square foot office in SkySong 3. The space will house more than 75 employees in critical areas such as software development, human resources and sales. Oracle is a global provider of enterprise cloud computing, providing leading-edge capabilities in software as a service, platform as a service, infrastructure as a service, and data as a service. Today, 430,000 customers in 175 countries use Oracle technologies to seize business opportunities and solve real, tangible challenges.
- A celebratory ribbon cutting event was held November 30 by The Hartford Insurance Company, an industry leading provider of property and casualty insurance, group benefits and mutual funds. The celebration marked the opening of its new western regional operations facility at 8888 E. Raintree Drive. The 110,000-square foot facility is currently home to 337 Hartford employees and is projected to grow to 632 by 2022.

Mayor Lane at the Acronis ribbon cutting ceremony





- The Economic Development department worked with regional partner GPEC to welcome Connect Wireless which will occupy 10,000 square feet in Old Town Scottsdale with plans to hire more than 30 over the next three years. The Scottsdale office will be home to c-suite executives, finance, human resources and operations positions, with an estimated average wage around \$70,000. Connect Wireless has grown from one retail location to more than 80 over the past 14 years.

- Lime, a dockless bike share provider launched toward the end of 2017, but took off in 2018. Lime held a ribbon cutting event in early 2018 at SkySong produced by the Scottsdale Area Chamber of Commerce. Economic development staff, tourism officials and the general public attended the event. The City of Scottsdale has welcomed dockless bike share and continues to work in partnership with providers to ensure community safety and encourage users to ride and park equipment in appropriate areas. *(Cross-Reference Economic Vitality Element)*

**Key Performance Indicators** 

During fiscal year 2017/18, the Scottsdale economic development department participated with material influence in the attraction, retention or expansion of 12 unique businesses representing an estimated 1,852 jobs in the first 12 months of business operations with an average wage of \$59,282 and an overall total of 2,258 jobs over five years as well as completion of 107 direct business outreach visits. Notable additional accomplishments include:

- Advancement of the Work Scottsdale initiative with the launch of an online job board tool with 37 company participants, 300 active jobs listed and 1,540 unique job views by prospective talent since March 1, 2018.
- Expanded marketing and event programming outreach through production of, or participation in, 19 unique events and programs totaling 1,457 attendees, and a 33% increase in ChooseScottsdale.com site visits.
- Launched new Downtown Small Business Gathering and Downtown Business Spotlight program with more than 130 registrants per event, connecting the business community through partnership with the Scottsdale Area Chamber of Commerce.
- Completed significant development agreement for retention of top employer Nationwide Insurance which will produce an anticipated \$9.8 billion economic impact over twenty years, while advancing future opportunities for corporate headquarters offices along State Land and SR101. *(Cross-Reference Economic Vitality Element)*

**Downtown Small Business Gathering** 

The Downtown Small Business Gathering, produced by the Scottsdale Area Chamber of Commerce in partnership with the City of Scottsdale Economic Development and Tourism Departments offered three programs during the year at Western Spirit: Scottsdale’s Museum of the West. More than 115 attendees joined the October program where a new video series - Downtown Spotlight - was first announced and received more than 50 small business applications. The next two events had more than 120 participants at each and included an interactive social media training. *(Cross-Reference Economic Vitality Element)*

**Scottsdale Job Board Tool** 

The Scottsdale Economic Development Department has launched a new tool for reaching skilled professionals known as the “Choose Scottsdale Jobs Board.” All businesses in Scottsdale are eligible to post positions at ChooseScottsdale.com/jobs. This free job board offers a new resource to local firms and a branded marketing tool to attract talent interested in a career in the Scottsdale area. Within the first month of launching the job board more than a dozen companies have registered on the site and posted more than 100 unique recruitments. The Choose Scottsdale Job Board has seen steady growth since it launched in early March. As of June 2018, there were 34 employers signed up with 308 jobs currently posted. Since inception there have been nearly 1,600 unique job views, of which 400 occurred during the month of June. *(Cross-Reference Economic Vitality Element)*

2018 Small Business Training Session



### Small Business Training Series

Economic Development once again put on a two-part Small Business Training Series (fall and spring) to assist the small business and entrepreneurial community. It was produced in partnership with the Scottsdale Area Chamber of Commerce, Stealthmode Partners and ASU SkySong Innovation Center. The entire series included 10 sessions with 12 fantastic speakers from local businesses and more than 110 participants. Courses included topics such as: ‘How PR Has Changed’, ‘The New Face of SEO/SEM’, ‘Marketing to Investors’ and ‘Conversational Marketing’. In addition to each session, participants had the ability to get direct mentoring with Stealthmode Partners, tools and resources from Scottsdale Economic Development, as well as instruction from a local business expert. *(Cross-Reference Economic Vitality Element)*

South by Southwest Trade Expo team of Mark Paratore, Ruth Soberanes and Jim Cook



### South by Southwest Event

The Greater Phoenix Economic Council and Arizona State University joined the Scottsdale team at the South By Southwest (SXSW) Trade Show Expo in Austin March 10- 14. More than 100,000 SXSW attendees participated in the week-long events and staff promoted jobs and business opportunities in Scottsdale from the trade show booth. Nearly 50 new contacts filled out a short questionnaire and have received follow up information on items such as jobs, relocation services, quality of life and education in Scottsdale. This year the ChooseScottsdale.com website traffic and social media activity nearly doubled during SXSW with new visitors making up most of this traffic, due in part to the booth promotion as well as associated paid and organic social media promotions. *(Cross-Reference Economic Vitality Elements)*

Mayor Jim Lane being recognized by Northcentral University's Dean



### New York City Market Visit & Event

Members of the Scottsdale Economic Development team in partnership with regional and state partners (Scottsdale Area Chamber of Commerce, SRP, APS, Arizona Commerce Authority and Greater Phoenix Economic Council) collaborated to execute a market visit and hosted a reception in New York City June 2018. The purpose of the trip was to raise awareness about what is happening at the state, regional and local level and to share the benefits with prospective companies and talent. More than a dozen meetings were held with companies and business prospects while in market, and significant connections were made because of the hosted event. Companies with a Scottsdale presence as well as New York offices, like Web.com, received a visit and a thank you for their investment in Scottsdale. *(Cross-Reference Economic Vitality Elements)*

Rob Millar and Bob Tunis accept the Golden Prospector Award on behalf of the City of Scottsdale



### Economic Development Awards & Recognition

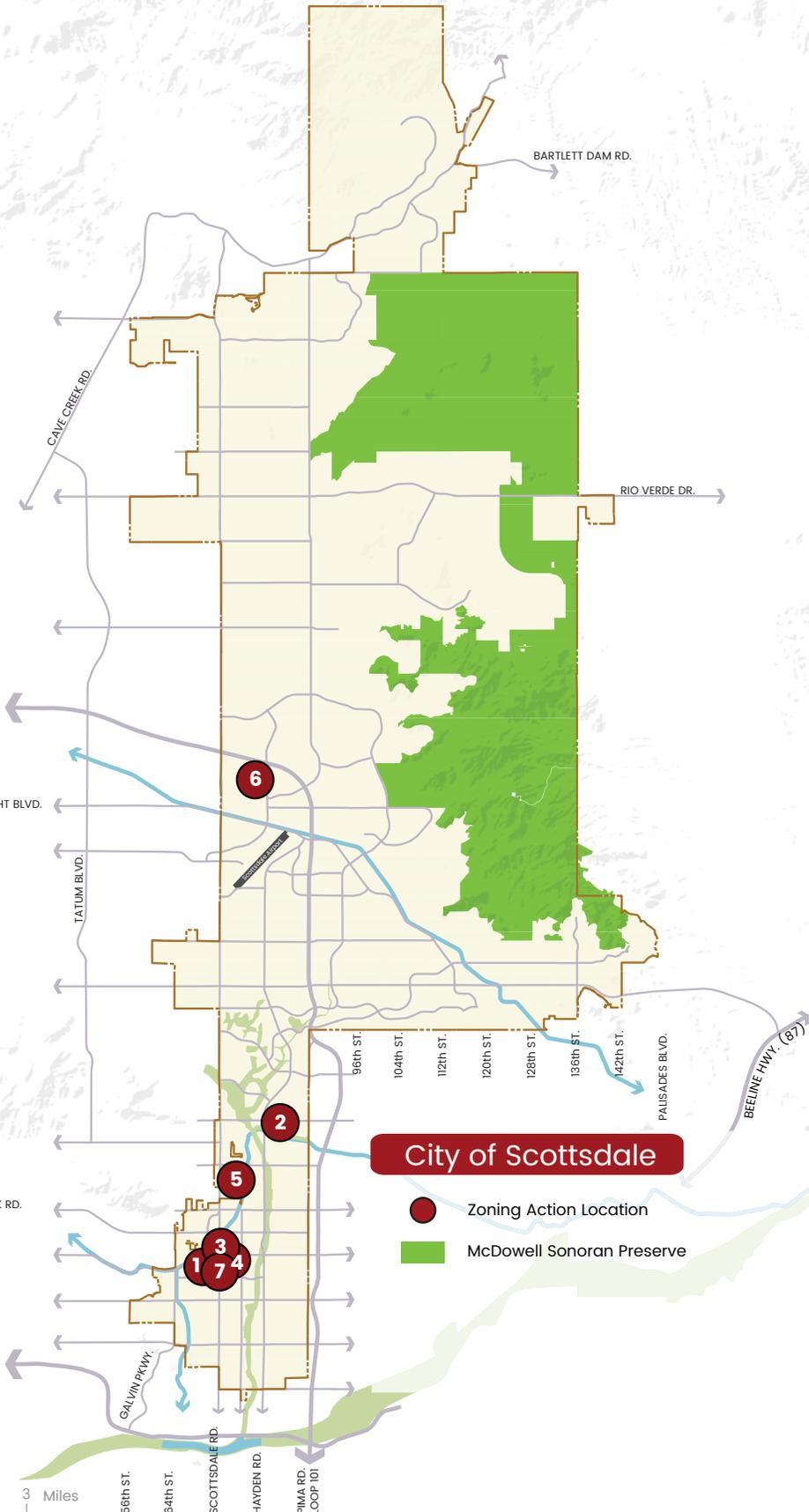
Economic Development is running out of trophy display space with the receipt of two awards in October. The department was proud to receive the Golden Prospector Awards of Merit from the Arizona Association for Economic Development (AAED) for its annual Broker Appreciation Event and the ‘Advancing the Strategy, Targeting the Talent’ Annual Report marketing brochure. The awards were presented at the AAED Fall Forum October 27. *(Cross-Reference Economic Vitality Elements)*

## NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS

The following are zoning actions approved by City Council between January and December 2018:

-  **1 Lounge Grocery Cafe (19-ZN-2017)** – This was a rezoning from Multi-family Residential, Downtown Overlay (R-5 DO) to Downtown/Downtown Multiple Use - Type 2 Downtown Overlay (D/DMU-2 DO) to convert one of the dwelling units in the multi-family residential development into a new neighborhood grocer/cafe on a ±0.6 acre site located at the southeast corner of 2nd and 69th Streets. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
-  **2 Wolff Scottsdale Senior Living (13-ZN-2017)** – This was a rezoning from Planned Community Center (PCC) zoning to Planned Unit Development (PUD) for a new 159-unit senior living facility on a ±6.2 acre site located east of the southeast corner of Indian Bend Road & Hayden Road. Having an existing Mixed-Use land use designation, the approval maintained and implemented General Plan and Southern Scottsdale Character Area Plan land use designations. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
-  **3 Winfield Hotel & Residences (7-ZN-2017)** – This was a rezoning from Central Business, Downtown Overlay (C-2 DO), Central Business, Parking, Downtown Overlay (C-2/P-3/DO) and Passenger Vehicle Parking, Downtown Overlay (P-2 DO) to Downtown/Downtown Multiple Use - Type 2, Planned Block Development, Downtown Overlay (D/DMU - Type 2 PBD DO) for a 244 room hotel with 26 residential units on a ±1.2 acre site located on the northeast corner of Winfield Scott Plaza & Scottsdale Road. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Housing and Open Space & Elements)*
-  **4 Scottsdale Civic Center Mall Rezoning (5-ZN-2017)** – This was a rezoning from Central Business Downtown Overlay (C-2 DO) and Highway Commercial Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Civic Center – Type 2 Planned Block Development Overlay, Downtown Overlay (D/DCC-2 PBD DO) to comply with the Old Town Character Area Plan and approved a Municipal Use Master Site Plan to accommodate future improvements on a ±23 acre site as Downtown Civic Center – Type 2. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Neighborhoods, and Open Space & Recreation Elements)*
-  **5 Valley View Homes (2-ZN-2015)** – This was a rezoning from Single-family Residential (R1-43) to Single-family Residential, Planned Residential Development (R1-18 PRD) for an 8-lot single-family subdivision on a ±5 acre site located at 75th Street & Valley View Road. Having an existing Suburban Neighborhoods land use designation, the approval maintained and implemented General Plan and Southern Scottsdale Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
-  **6 Crossroads East (19-ZN-2002 #6 & 7)** – Revision #6 was a rezoning from Planned Community (P-C) District to Planned Community District, Planned Airpark Core (P-C PCP) and to revise the Crossroads East Planned Community (P-C) to amend the District Development Plan and add additional planned units. Revision #7 was to transfer 10 acres from the Commercial Office (C-O) allotment to the Multi-family Residential (R-5) allotment, with no change in overall residential density on a ±136 acre site located east of Scottsdale Road, on the north and south sides of Loop 101. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Greater Airpark Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
-  **7 Canopy by Hilton - Old Town (21-ZN-2017 & #2)** – This was a rezoning from Downtown/Office Commercial, Type 2, Downtown Overlay (D/OC-2 DO) to Downtown/Downtown Multiple Use, Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO) for a 177 room hotel on a ±1.3 acre site located at the northeast corner of 1st Street & Marshall Way. Revision #2 was to increase the allowed building height from 72 feet to 75 feet. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*

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.  
 LOOP 101  
 UNION HILLS DR.  
 BELL RD./FRANK LLOYD WRIGHT BLVD.  
 GREENWAY PKWY.  
 THUNDERBIRD RD.  
 CACTUS RD.  
 SHEA BLVD.  
 DOUBLETREE RANCH RD.  
 McCORMICK PKWY.  
 INDIAN BEND RD.  
 LINCOLN DR.  
 McDONALD DR.  
 CHAPARRAL RD./CAMELBACK RD.  
 CAMELBACK RD.  
 INDIAN SCHOOL RD.  
 THOMAS RD.  
 McDOWELL RD.  
 LOOP 202  
 McKELLIPS RD.

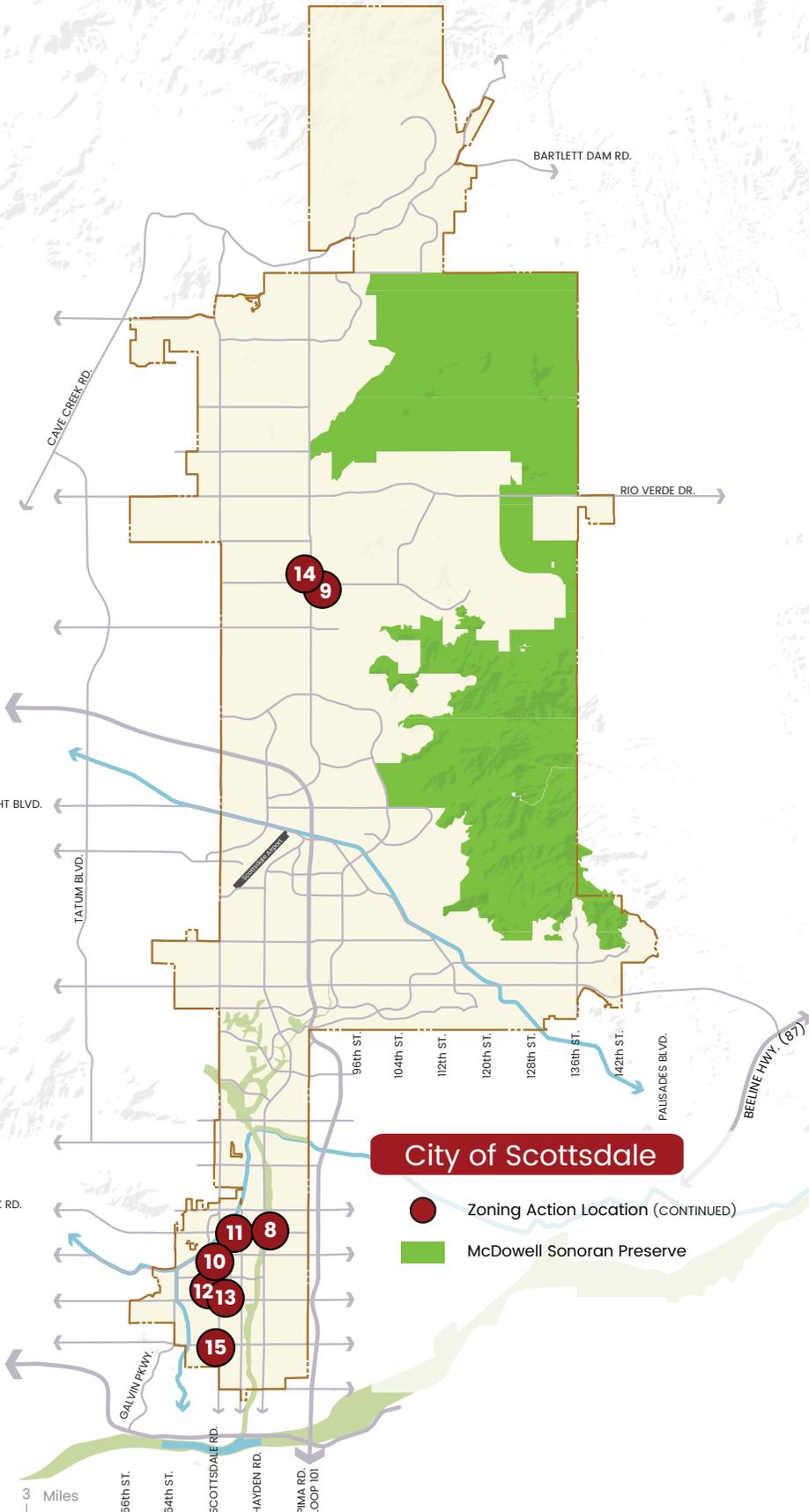


## NEW INVESTMENT & REVITALIZATION – ZONING ACTIONS (CONTINUED)

The following are zoning actions approved by City Council between January and December 2018:

-  **8 Spectrum Camelback (1-ZN-2018)** – This was a rezoning from Service Residential (S-R) to Commercial Office (C-O) for a 116 bed assisted living facility on a ±4.5 acre site located at the northwest corner of Camelback Road & 82nd Street. Having an existing Office land use designation, the approval maintained and implemented the General Plan and Southern Scottsdale Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, and Growth Areas Elements)*
-  **9 HV91 (24-ZN-2017)** – This was a rezoning from Single-family Residential, Environmentally Sensitive Lands, Hillside District (R1-190, ESL/HD) to Single-family Residential, Environmentally Sensitive Lands (R1-43 ESL) for a 17-lot single-family subdivision on a ±20 acre site located at the southwest corner of 91st Street & Happy Valley Road. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented the General Plan land use designation. *(Cross-Reference Land Use, Economic Vitality, Housing, Neighborhoods and Open Space Elements)*
-  **10 Main Street Mixed-Use (22-ZN-2017)** – This was a rezoning from Central Business, Downtown Overlay (C-2 DO) zoning to Downtown/Downtown Core Type-1, Downtown Overlay (D/DC-1 DO) for a mixed-use development consisting of 7 dwelling units, and ±4,878 SF of ground-level retail space on a ±12,110 SF site located at the southeast corner of Main Street & Marshall Way. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
-  **11 Don & Charlie's Hotel (2-ZN-2018)** – This was a rezoning from Highway Commercial, Downtown Overlay (C-3 DO) to Downtown/Downtown Multiple Use, Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO) for a 181 room hotel on a 0.9 acre site located at the southeast corner of 75th Street & Camelback Road. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Old Town Character Area Plan land use designations. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*
-  **12 Earl 6 (3-ZN-2018)** – This was a rezoning from Single-family Residential (R1-7) to Medium Density Residential (R-3) for a 6-unit townhome development on a ±0.5 acre site located at the southeast corner of 70th Street & Earll Drive. Having an existing Urban Neighborhoods land use designation, the approval maintained and implemented General Plan and Southern Scottsdale land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods, Economic Vitality, and Open Space Elements)*
-  **13 Country Inn Hotel (16-ZN-2017)** – This was an amendment to a previously approved Development Plan to allow for a 44 room hotel on the ±36,788 SF foot site located at the northeast corner of 73rd Street & Thomas Road. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Southern Scottsdale Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods and Economic Vitality Elements)*
-  **14 Pima & Bronco (10-ZN-2018)** – This was a rezoning from Single-family Residential Environmentally Sensitive Lands (R1-70 ESL) to Single-family Residential Planned Residential Development Environmentally Sensitive Land (R1-43 PRD ESL) for a 13-lot single-family subdivision on a ±20 acre site located at the southwest corner of Pima Road & Bronco Trail. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented the General Plan land use designation. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
-  **15 Papago Plaza (6-ZN-2018)** – This was a rezoning from Highway Commercial (C-3) to Planned Community (P-C) District zoning, utilizing the P-C comparable Planned Regional Center (PRC) for a mixed-use development consisting of ±30,000 SF of retail, a hotel, and multi-family residential on a ±11 acre site located at the southwest corner of Scottsdale Road & McDowell Road. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented the General Plan and Southern Scottsdale Character Area Plan land use designations. *(Cross-Reference Land Use, Housing, Neighborhoods and Open Space Elements)*

JENNY LIN RD.  
 CIRCLE MOUNTAIN RD.  
 HONDA BOW RD.  
 ROCKAWAY HILLS RD.  
 DESERT HILLS DR.  
 JOY RANCH RD.  
 STAGECOACH PASS  
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 LONE MOUNTAIN RD.  
 DIXILETA DR.  
 DYNAMITE BLVD.  
 JOMAX RD.  
 HAPPY VALLEY RD.  
 PINNACLE PEAK RD.  
 DEER VALLEY RD.  
 LOOP 101  
 UNION HILLS DR.  
 BELL RD./FRANK LLOYD WRIGHT BLVD.  
 GREENWAY PKWY.  
 THUNDERBIRD RD.  
 CACTUS RD.  
 SHEA BLVD.  
 DOUBLETREE RANCH RD.  
 McCORMICK PKWY.  
 INDIAN BEND RD.  
 LINCOLN DR.  
 McDONALD DR.  
 CHAPARRAL RD./CAMELBACK RD.  
 CAMELBACK RD.  
 INDIAN SCHOOL RD.  
 THOMAS RD.  
 McDOWELL RD.  
 LOOP 202  
 McKELLIPS RD.



**City of Scottsdale**

- Zoning Action Location (CONTINUED)
- McDowell Sonoran Preserve



New Crosscut Canal gateway signage



The transportation system is the backbone of the City, supporting its economy and serving and influencing its land use patterns. Scottsdale's commitment to transportation planning is reflected in both development and redevelopment decisions. Historically, Scottsdale has grown up with the automobile as the primary mode of transportation. Although the automobile will likely remain a primary mode of transportation, Scottsdale will provide alternatives to diversify the City's transportation system. These alternatives will provide greater accessibility for residents and visitors, alleviate pollution and congestion, and continue to influence land use patterns.

The way residents, visitors, and employees travel throughout the City affects overall quality of life and community image. Scottsdale is the premier center in the Valley for arts, culture and tourism; a regional shopping hub; and an importer of employees. Therefore, it is critical to provide a variety of mobility choices and examine transportation issues at a local, as well as, regional level.

The following section of the report highlights actions and events that occurred in 2018 to implement the Guiding Principle, Advance Transportation.

## Transit Improvements

A series of transit changes went into effect October 22, 2018 affecting trolley service and regional transit routes in Scottsdale. Changes included expanding free trolley service to Mustang Transit Center and the Via Linda Senior Center while reducing redundancy among current transit routes and eliminating route segments with low ridership. The Neighborhood Trolley was eliminated, and portions of that route are now served by the Miller/Hayden Trolley and the 68/Camelback Trolley. The Miller/Hayden trolley travels to the new Mustang Transit Center that was completed in late 2017. The new Mustang Trolley route serves the Vial Linda Senior Center and all the way north to Hayden and Northsight. Scottsdale also completed the following parking lot improvements: restriped the parking lot on Thomas Road west of Pima Road to accommodate transit vehicle turnaround vehicles and public parking, restriped the parking lot at the Boys and Girls Club off Murray Road and posted improved trolley stop signs. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

New Via Linda round-about



Crosscut Canal Bridge



## Neighborhood Traffic Management Program

Scottsdale updated and improved traffic calming improvements along Via Linda between Hayden Road and the 101. This project included replacing three traffic circles with updated roundabouts. Also, a four-way stop was removed and replaced with a roundabout.

*(Cross-Reference Community Mobility Element)*

## Bicycle & Pedestrian Improvements

Scottsdale installed bicycle lanes on 73rd Street from Thunderbird to Butherus; Chaparral Road from Scottsdale Road to the Arizona Canal Path; McDonald Road 78th Street to 82nd Street; and Camelback Road from Hayden to Indian Bend Wash path. A total of 5 miles of on system bikeways were added to the bicycle network, notably two critical links to the shared-use path network and a bicycle/pedestrian bridge. Scottsdale installed bicycle signal detection cameras at six intersections. Scottsdale completed the Crosscut Canal shared use path and bridge just south of McDowell Road connecting the Belleview bike route to the Crosscut Canal path. This federally funded project provides a low-stress biking and walking connection from the neighborhood to the canal where no other public connection opportunities exist. This path improves and provides a direct connection from the Indian Bend Wash Multi-Use Path to Civic Center, Civic Center Library and Scottsdale Stadium along with future improvements planned for Second Street west of the Civic Center Library.

Scottsdale completed several additional path connections including; Whisper Ridge shared use path from Shea Boulevard to Clinton Street, Adero Canyon from Eagle Ridge to Via Linda [constructed by the developer], Cactus path between 124th Street and 128th Street, and the Hayden Road connection to the Arizona Canal path south of Indian Bend Road. The Mountain View trail segment #2 was completed from Central Arizona Project (CAP) Canal to Shea Boulevard. Scottsdale also completed sidewalk improvements on McDowell Road from Miller Road to Scottsdale Road including widening of the sidewalk, creating a landscape buffer, adding Americans with Disabilities Act (ADA) compliant pedestrian ramps and new transit shelters. In the Old Town area pedestrian improvements were completed on Marshall Way from Goldwater Boulevard to Indian School Road. These improvements included wider sidewalks, installing bulb outs to shorten pedestrian crossings, ADA compliant ramps and lighting. On the Marshall Way bridge, Scottsdale installed pedestrian guide signage. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

DiDl-A-Ride service



### Cab Connection

Scottsdale continued the Cab Connection as an alternative to East Valley Paratransit (formally known as Dial-a-Ride). This program offers residents, age 65 or older and/or disabled - more flexibility and greater independence by providing sixteen regular travel cab vouchers per month per user. These vouchers are subsidized by the City of Scottsdale at a rate of 80% up to a maximum of \$10.00.

In 2018, Cab Connection welcomed 298 new participants to the program and implemented a change in guidelines in which a participant will no longer be required to start their taxi trip from their residence. Participants will also not be required to end their taxi trip at their residence. The change in guidelines allowed participants to make connecting trips.

The City of Scottsdale also offers vouchers to participants on dialysis. These vouchers are paid at a rate of 100%, plus gratuity. The number of active participants for dialysis increased by 16% in 2018. Additionally, there was an increase of 16% in the number of active neighbors in the Foothills Caring Corps transportation voucher program that works in coordination with Cab Connection, to serve Scottsdale residents north of Bell Road who are age 65 or older or are certified as disabled through the Valley Metro ADA (Americans with Disabilities Act) Paratransit process. This program was launched in August 2016.

In coordination with the Granite Reef Senior Center, Cab connection also provides residents who are low income, age 65 or older or with a documented disability taxi vouchers to the Granite Reef Senior Center for participation in a daily lunch program. Eligibility is determined and verified by qualified Granite Reef Senior Center staff. The voucher pays 100% of the cab fare, plus gratuity for participants to attend the lunch program. The number of participants who receive cab vouchers for the Wheels to Meals Program remains at 25 for the year 2018. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Cycle the Arts 2018



### Community Events

City and Scottsdale Public Art staff coordinated the 13th Annual Scottsdale Cycle the Arts community bike rides on two weekends in April to showcase public art by bike. The Cycle the Arts Downtown Family Ride, on April 8th, was 10 miles long and featured 14 art stops. There were 49 attendees. The North Scottsdale Ride on April 15th was 30 miles long and featured 6 art stops. There were 20 attendees.

City staff also coordinated Bike to Work Day on April 18th. This event previously included a small group ride with city staff and the public. The city expanded the 2018 Bike to Work Day and partnered with sponsors for four stops in the south area of Scottsdale for people to receive free coffee, juice, breakfast snacks, and Bike Month t-shirts for riders. Sponsors included Workiva, Inc., Phil and Shar Roos, Performance Bicycles, Regroup Coffee and Bicycles, and Scottsdale Transportation staff. Approximately 108 riders stopped at the four stops at SkySong, One Civic, Regroup, and Mountain View Park. Approximately 108 bike commuters participated. Walk and Bike to school events were held at Pueblo Elementary School on May 11th and October 5th. *(Cross-Reference Neighborhoods and Community Mobility and Unique Lifestyle Elements)*

Bike to Work Day 2018



Transportation Director Paul Basha accepts the 2018 Champion of Clean Air Award



## Champion of Clean Air Award

The Scottsdale Transportation Department was recognized by Valley Metro with the Outstanding Travel Reduction Program Award among public employers with more than 500 employees. Scottsdale reduced its single-occupant commuting vehicles from 85 to 65 percent in one year. *(Cross-Reference Preservation & Environmental Planning Element, Community Mobility and Unique Lifestyle Elements)*



Chaparral Park

Scottsdale offers a desirable Sonoran Desert lifestyle for its citizens and visitors. Scottsdale's lifestyle and character embrace the beauty of our natural features including the desert, mountains, and washes; and our contributions to the physical environment such as quality residential development, distinctive commercial and employment centers, and pleasing public amenities. Ensuring a variety of living, working, and leisure opportunities is fundamental to our community. The preservation of this unique lifestyle and character will be achieved through respect for our natural and man-made environment, while providing for the needs of our citizens.

Scottsdale's image is strongly derived from its role as the premier southwestern tourist destination and that of a sophisticated city infused with small town charm. The image of the City is also largely shaped by the Sonoran Desert environment; mountain views; iconic art, culture and architecture; and a walkable, vibrant downtown. Beyond tourism, Scottsdale's neighborhoods offer a mosaic of choices for residents, each with its own sense of place.

The following section of the report highlights actions and events that occurred in 2018 to implement the Guiding Principle, Value Scottsdale's Unique Lifestyle and Character.

"One-Eyed Jack" sculpture by John Randall Nelson



### Public Art Citywide

New public art projects were placed in several locations within Scottsdale during 2018. "A Path in the Sun," which includes a custom terrazzo floor and glass enhancements, was installed at Fire Station 613, near the intersection of Jomax and Hayden Roads, by artists Daniel Martin Diaz and Amelia Poe. The massive "One-Eyed Jack," a metal jackrabbit sculpture by artist John Randall Nelson, finally made its appearance at the intersection of Marshall Way and Indian School Road. And "from Land and from Air"—two massive glass panel installations—and "Sun and Moon"—a stained glass window—all by British artist Martin Donlin were installed in the Scottsdale Airport Aviation Business Center. *(Cross-Reference Character & Design and Growth Areas Elements)*

"Sun Lanterns" by Eli Richard



### Local Light

Scottsdale Public Art launched a new initiative this year called Local Light with an intent to extend the Canal Convergence atmosphere beyond the canal and to provide more opportunities for local artists and local businesses. The initiative placed eight, light-based art installations in or on businesses in Old Town's Arts District, including Marshall Way, Fifth Avenue, and Stetson Drive. Among the artworks were Eli Richard's "Sun Lanterns," which were originally installed in the inactive "volcano fountains" on the Civic Center before the pedestrian overpass was closed. After the closure, the "Sun Lanterns" were eventually moved to become part of Local Light. Although the initiative officially ended on Dec. 31, three of the works remain installed at the request of the business owners. *(Cross-Reference Character & Design and Growth Areas Elements)*

LIVE Mural Painting at Scottsdale Quarter



### ART at the QuARter: LIVE Mural Painting Events

For the second year, Scottsdale Public Art collaborated with Scottsdale Quarter for ART at the QuARter, commissioning four local artists to each create one 4-foot by 8-foot temporary mural during the 2018 Scottsdale Quarter Fall Concert Series in October. Each artist created their work over a range of four to eight hours in front of a live audience in the Scottsdale Quarter Quad. Each mural was then installed below last year's murals to create an 8-foot by 40-foot series of artworks on the northeast side of the Scottsdale Quarter. Mural artists included Yai Cecream, Lauren Lee, Noelle Martinez, and Carrie Marill. *(Cross-Reference Character & Design and Growth Areas Elements)*

"Mosaic Mountains" by Nancy McIntosh



### IN FLUX

IN FLUX is a regional public/private initiative created by Scottsdale Public Art that gives Arizona artists the opportunity and experience of working with indoor and outdoor vacant spaces. The artists create site-specific public art installations that bring visitors to areas and engage them in new and different ways. In 2018, IN FLUX Cycle 7 included partnerships with other cities in the Valley and three temporary artworks by Nancy McIntosh, Daniel Moore, and Rossitza Todorova, which were placed in various locations throughout south Scottsdale. *(Cross-Reference Character & Design and Growth Areas Elements)*

## Creative Residencies

Scottsdale Public Art's Creative Residency program provides local artists the opportunity to explore new ways of thinking and engaging the public in the creative process through work on site, conversations, workshops, and participation. In 2018 Scottsdale Public Art hosted fiber artist Erika Lynne Hanson from January through May at the Noriega Livery Stable. She displayed a pop-up gallery and led a variety of fiber art workshops throughout her residency. Then from August to September, Scottsdale Public Art hosted Boston-based artists Choi+Shine Architects and dozens of volunteers as they stitched together countless hand-crocheted designs for Choi+Shine's massive "ARIZONA!" piece that hung along the Scottsdale Waterfront for the November Canal Convergence. *(Cross-Reference Character & Design and Growth Areas Elements)*

## Citywide Volunteer Program

Citizen volunteers play a critical role assisting the City of Scottsdale in providing 'simply better service for a world-class community'. In 2018, more than 5,000 citizens contributed more than 161,000 hours volunteering with the City to enhance services to citizens and visitors of Scottsdale – which has been valued at nearly \$4 million in savings. The citywide volunteer program provides opportunities for citizens to volunteer in a wide range of services – including the libraries, parks and recreation, police and fire departments, senior centers, human services, food bank, Paiute Neighborhood Center, as well as programs like the Downtown Ambassadors and the McDowell Sonoran Preserve Stewards. Additionally, more than 150 residents volunteer on the City's boards, commissions and task forces. The 2018 recipient of the William P. Schrader Volunteer Impact Award was Pat Ansell. Pat is a volunteer at the Library Shop inside Civic Center Library, and worked a total of 998 hours in 2018. Her dedication and selflessness is extremely appreciated. *(Cross-Reference Community Involvement Element)*

Pat Ansell - 2018 Volunteer Award Honoree



## Organization Strategic Plan

The City Council received updates on the status of the Organization Strategic Plan in a biweekly City Council Update email. In addition, the Organization Strategic Plan was updated from a PDF to an online dashboard, found on the City's webpage. This dashboard also links to various quarterly performance measures for specific areas, and allows for increased interaction by the reader. *(Cross-Reference Community Involvement Element)*

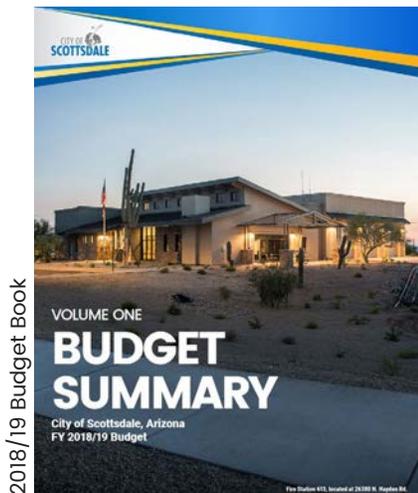
## Development Review Board

To maintain Scottsdale's high quality character and design, during 2018, the Development Review Board reviewed and approved several projects that involved renovation and expansion of existing developments, as well as infill projects on parcels that had been vacant. Major commercial developments included: The Art at McDowell Mountain Marketplace, Canopy by Hilton-Old Town, DC Ranch Crossing Hotel, Don & Charlie's Hotel, Pima Crossing Shopping Center Renovation, Country Inn Hotel, and Winfield Hotel and Residences. Major residential developments included: Luxian Villas on Camelback, Artesia PA-3, North 70, Lomas Verdes Estates, 2529 North Hayden, Asteria Highlands, Pinnacle Vista Condominiums, Sienna Hills Phase 2, Worldmark by Wyndham, Hudson East, Sereno Canyon Phase 4, Scottsdale Heights, Silverstone Parcel G North, Siena Estates, Wolf Springs Ranch, Paseo at Pinnacle Peak, HV91, Villas and Cottages, and Westland 10. Mixed-use developments included: Fashion Square Renovation-Luxury Entrance-Pad C Expansion, Viva-Ananda Mixed-Use Building, The Cadre, Papago Plaza, JLB Partners-The McDowell, Southbridge Two, and Safari Phase 2. *(Cross-Reference Community Involvement Element)*

## Historic Preservation

Through the Historic Residential Exterior Rehabilitation (HRER) Program, the Historic Preservation Commission provided support for the rehabilitation of several residential properties in the Village Grove 1-6 Historic District, the Town and Country Scottsdale Historic District, and the Villa Monterey Units 1-7 Historic District. Projects included new windows, doors, wood siding, roof repair, and carport-to-garage conversions.

Historic Preservation Officer Steve Venker attended the annual meetings for each of the seven HOAs in the Villa Monterey Units 1-7 Historic District and presented information about the Historic Preservation Plan and Guidelines from February 3 - April 14th. The Commission reviewed a draft of the Villa Monterey Units 1-7 Historic Preservation Plan and Guidelines on May 31, 2018. Five of the Historic Preservation Commissioners attended the 2018 Arizona Historic Preservation Conference, hosted in Scottsdale. Lastly, Historic Preservation Officer Steve Venker participated in the Modern Phoenix Expo at Scottsdale Community College on March 24, providing information about the Scottsdale Historic Preservation Program to attendees. *(Cross-Reference Community Involvement Element)*



## Award Winning Budget

The City Budget Department supported the City Council's ongoing budget development process, providing citizens with several opportunities and methods to communicate their budget feedback and priorities to City Council. Following Council adoption of the budget, the Budget Book earned notable recognition from the Government Finance Officers Association. The City's fiscal year 2018/19 Budget Book earned the "Distinguished Budget Presentation Award" for the 27th consecutive year. To receive recognition, the adopted budget must meet established criteria as a policy document, a financial plan, an operations guide and a communications device. The Government Finance Officers Association's Distinguished Budget Presentation Award is the highest form of recognition in governmental budgeting. *(Cross-Reference Community Involvement Element)*

## Bureau of Reclamation - Land Use Agreements

The City of Scottsdale has two land use agreements with the Bureau of Reclamation. These agreements allow the City of Scottsdale to use these properties for recreation purpose. One agreement allows the City of Scottsdale to use BOR land for the operation of the TPC Scottsdale golf courses and the Scottsdale Sports Complex. The second agreement allows the City of Scottsdale to use BOR land for the operation of West World and the McDowell Mountain Golf Course. *(Cross-Reference Community Involvement Element)*

## Continuing Partnerships with Sponsored Teams

The Aquatic Centers continue to foster relationships with 3 youth sponsored aquatic teams. A competitive swim team, dive team and synchronized swimming. Teams utilize the aquatic centers to host training and meets. The fees they pay contribute to the maintenance and repair of aquatic facilities. The teams also support City staff during the summer with coaching assistance to the recreational swim, dive and synchronized swim teams. Parks and Recreation also works with 27 partner groups to provide youth sports programs. These groups offer recreation and competitive teams in Soccer, Lacrosse, Baseball, Softball and Football. The groups use City of Scottsdale and Scottsdale Unified School facilities to run their programs. The fees they pay contribute to the maintenance and repair of sports facilities. *(Cross-Reference Community Involvement Element)*

Meg's Cafe Grand Opening



### Scottsdale Library Branches

Meg’s Civic Center Café celebrated its grand opening at Civic Center Library on October 24th. The proceeds from the café help blind and visually impaired entrepreneurs through the State of Arizona, Rehabilitation Services Administration, Business Enterprise Program.

The Library Calendar of Events became part of the new City of Scottsdale Community Services quarterly activity guide, Scottsdale Life, which also includes information and events from Parks and Recreation, Senior Centers, Human Services, and the McDowell Sonoran Preserve. The first publication was released in September for Fall 2018.

From October through December, the Library converted its collection of over 400,000 items from barcode to RFID technology, to make checking items in and out easier while improving the security of its items. *(Cross-Reference Public Services & Facilities Element)*

### Library General Statistics

In 2018, 2,540,941 physical and digital items were circulated from the 5 branch locations. Scottsdale libraries served 1,086,594 people. There were 17,601 new card holders. The number of new items added to our collection was 52,161. *(Cross-Reference Public Services & Facilities Element)*

### Digital Collection

In 2018, Greater Phoenix Digital Library circulated 4.2 million items including 2.8 million ebooks and 1.4 million audiobooks. Of this 4.2 million, Scottsdale Public Library patrons checked out 412,014 items from GPD. These stats show how valued our services are in the virtual realm. *(Cross-Reference Public Services & Facilities Element)*

2018 Garden Expo



### Library Adult Services

The Library received a grant from the Institute of Museum and Library Services and collaborated with the Frank Lloyd Wright Foundation, the Arizona Heritage Center, and Scottsdale Public Art to host Footprints on the Desert: Frank Lloyd Wright in Arizona from September 15 – December 31 at the Gallery @ the Civic Center Library. The exhibit was free and open to the public during library hours and coordinated with programs for all ages during the run of the exhibit. The exhibit celebrated the “greatest American architect of all time” (American Institute of Architects). The annual Garden Expo at Mustang Library again drew hundreds of people and featured programs to help patrons learn about desert gardening and water conservation in association with the City Water Department, Master Gardeners, and the Scottsdale Garden Club. *(Cross-Reference Public Services & Facilities and Economic Vitality Element)*

### Library Art Exhibitions

During 2018, Scottsdale Public Art brought three exhibitions to the Scottsdale Civic Center Library and five exhibitions to the Appaloosa Library. The Civic Center Library featured “Interactions Through Art: Scottsdale Artists in Residence,” “DEEP TIME: Imagining the Ancient Inland Sea,” and “Footprints on the Desert: Frank Lloyd Wright in Arizona.” Appaloosa Library featured exhibitions by artists Travis Ivey, Malena Barnhart and Ellen Nemetz as well as a show from the American Institute of Architects and a collection of historic Scottsdale photographs in celebration of the Civic Center 50th anniversary. *(Cross-Reference Public Services & Facilities Element)*

### Everyone Learns to Swim

Scottsdale Aquatic Centers offered swim lesson instruction for over 3,800 residents and non-residents during summer months. Infants as young as 6 months to adults were able to participate in a Learn-to-Swim class at one of the four aquatic centers, offered during the spring, summer and fall seasons. *(Cross-Reference Community Involvement Element)*

Teen volunteer



### Teen Involvement

Scottsdale’s teens met the call for volunteering and service to the library in 2018. More than 250 teens volunteered at the various library branches, providing approximately 8,000 hours of service. Volunteer duties included assisting with the Summer Reading Program, registering families, distributing prizes and serving as Reading Buddies. During the rest of the year the teens volunteered to support special events such as Ultimate Play Date, story times and other family events. In October, teen volunteers helped plan and implement Halloween Family Fun events at their home libraries. The most popular teen programs offered in 2018 were a food program called Passport on a Plate and the celebration of Harry Potter’s birthday. Teens also serve on the library’s five Teen Advisory Boards providing input and helping to plan programs which enhance youth and teen services across the system. *(Cross-Reference Public Services & Facilities Element)*

### Youth Services Department Programs

The Summer Reading Program, Libraries Rock! showed an increase in participation from the previous year. For 2018, 7,355 people participated in the Summer Reading Program. A total of 4,379,314 minutes were read, and 2,918 free books were claimed. There were 13,386 participants who attended one of the many Summer Reading programs and the teen volunteers worked a staggering 5,506 hours. Ultimate Play Date 2018 provided a fun, dynamic, play-based learning experience for children 0-8 and their families. There were more than 50 booths with interactive, engaging activities for children and information for parents. Approximately 3,400 attendees joined the event at the Civic Center mall to support their child’s learning.

2018 Ultimate Play Date



Through a partnership with Scottsdale Unified School District the Civic Center Library was able to implement a lunch program four days a week during the summer. With the intent of feeding all children 18 years or younger, the program provided healthy meals Monday-Thursday at the library in June and July. Between 50 and 60 meals were served each day.

Knowing and Growing Programs which are geared toward families with children ages 0-5 took one of its programs state-wide to rural libraries. Fun with Math & Science was selected for a grant by the Arizona State Library, Archives and Public Records to provide 10 rural libraries across the state with training and supplies to equip them in providing the research-based program in their areas. Regional trainings were provided which allowed for participation by anyone in the area and led to other rural libraries expressing interest in implementing the program. *(Cross-Reference Preservation & Environmental Planning Element)*

### Library Outreach

The Library, in collaboration with the City’s Parks and Recreation and Facilities Departments, continues to expand the Books2Go Program. Books2Go is an endeavor aimed at putting books in the hands of people throughout our community by creating take-a-book, leave-a-book micro-libraries in City parks and other community locations. The books are free to anyone, and these micro-libraries are maintained and stocked regularly by Library volunteers. There are currently three Books2Go micro-library locations. The latest addition was installed at Sonoran Hills Park in north Scottsdale. A fourth micro-library is planned for the Paiute Neighborhood Center in 2019. In its next phase, the Library aims to make Books2Go mobile by creating book bicycles that can act as pop-up libraries anywhere a bicycle can be ridden. *(Cross-Reference Public Services & Facilities Element)*

Micro-library at Sonoran Hills Park



# City of Scottsdale General Plan 2001



Arizona's Growing Smarter Acts (Growing Smarter 1998 and Growing Smarter Plus 2000), made a number of changes to the way cities, towns, and counties manage, update, and amend their General Plans as well as what is required to be included in a General Plan. The 2000 Growing Smarter Plus Act created a new definition of a major General Plan amendment and new requirements for processing major amendments. Arizona Revised Statute 9-461.06 defines a major amendment as, "a substantial alteration of the municipality's land use mixture or balance as established in the municipality's existing general plan land use element."

The statute provides the definition of a major amendment but allows individual jurisdictions discretion to determine the criteria that would meet that definition. Due to the statute's flexibility, each city or town has established unique criteria that supports the values, and achieves the long range vision, of their community. Scottsdale approved criteria defining major General Plan amendments, in October 2001. The criteria identify amendments to the General Plan as major if the proposal meets any one of the following criteria:

- Change in land use category
- Area of change criteria (acreage)
- Character area criteria
- Water/Wastewater infrastructure criteria

Based on criteria set forth in the General Plan, if a proposed project does not substantially alter the City's land use mixture as per the above criteria, the project may qualify as a non-major General Plan amendment. Non-major General Plan amendments are received and reviewed at any time during the year and require a simple majority (4 out of 7) vote for approval by City Council. If a proposed project substantially alters the citywide land use mixture based on the criteria in the General Plan, then the project qualifies as a major amendment. Major General Plan amendments must go through a lengthier public review process than a non-major amendment, and, as such, are received and reviewed once in the same calendar year. Major General Plan amendments require a 2/3 majority (5 out of 7) vote for approval by the City Council per statutory requirements.

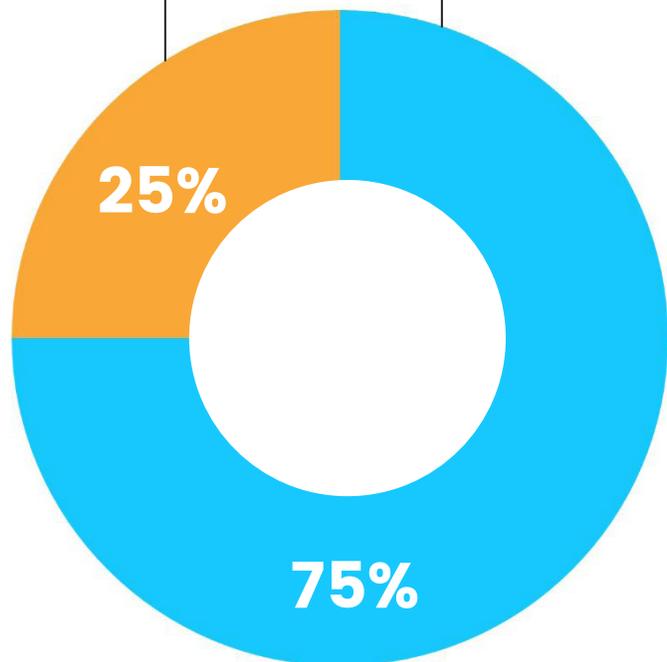
## **BREAKDOWN OF GENERAL PLAN AMENDMENTS, 2018**

### **Council-Adopted, **Non-Major** General Plan Amendments:**

- Sienna Hills Phase II (6-GP-2017)
- Wolff Legacy Scottsdale (7-GP-2017)
- Old Town Character Area Plan Update (1-GP-2018)

### **Withdrawn Major General Plan Amendments:**

- Lone Mountain Self Storage (2-GP-2018)



## NON-MAJOR GENERAL PLAN AMENDMENTS

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The following are the non-major General Plan amendments adopted by City Council between January and December 2018:

-  **1 Sienna Hills Phase II (6-GP-2017 & 15-ZN-2017)** – City Council approved a non-major General Plan amendment to change the land use designation from Rural Neighborhoods to Suburban Neighborhoods on ±8 acres located at the northwest corner of Shea Boulevard and 124th Street. The purpose of this amendment was to develop a 16-lot single-family subdivision. Planning Commission heard the General Plan and rezoning cases on February 28, 2018 and recommended approval with a vote of 7-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*  
*Adopted by City Council on April 10, 2018 on Consent.*
-  **2 Wolff Legacy Scottsdale (7-GP-2017 & 23-ZN-2017)** – City Council approved a non-major General Plan amendment to change the land use designation from Commercial to Office on a ±14 acre site located north and west of the northwest corner of Legacy Boulevard and Pima Road. The purpose of this amendment was to develop a 175 unit senior living facility. Planning Commission heard the General Plan and rezoning cases on June 27, 2018 and recommended approval with a vote of 4-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*  
*Adopted by City Council on August 28, 2018 on Consent.*
-  **3 Old Town Character Area Plan Update (1-GP-2018)** – City Council approved a non-major General Plan amendment to update the Old Town Character Area Plan. The plan update assessed and aligned goals and policies with other policy documents and plans that have been adopted by the Council and/or other related agencies since the last adoption of the plan, in 2009. The update also refined the maps and graphics as well as updated the Implementation Program. Planning Commission heard the General Plan case on June 13, 2018 and recommended approval with a vote of 7-0. *(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)*  
*Adopted by City Council on July 2, 2018 with a vote of 7-0.*

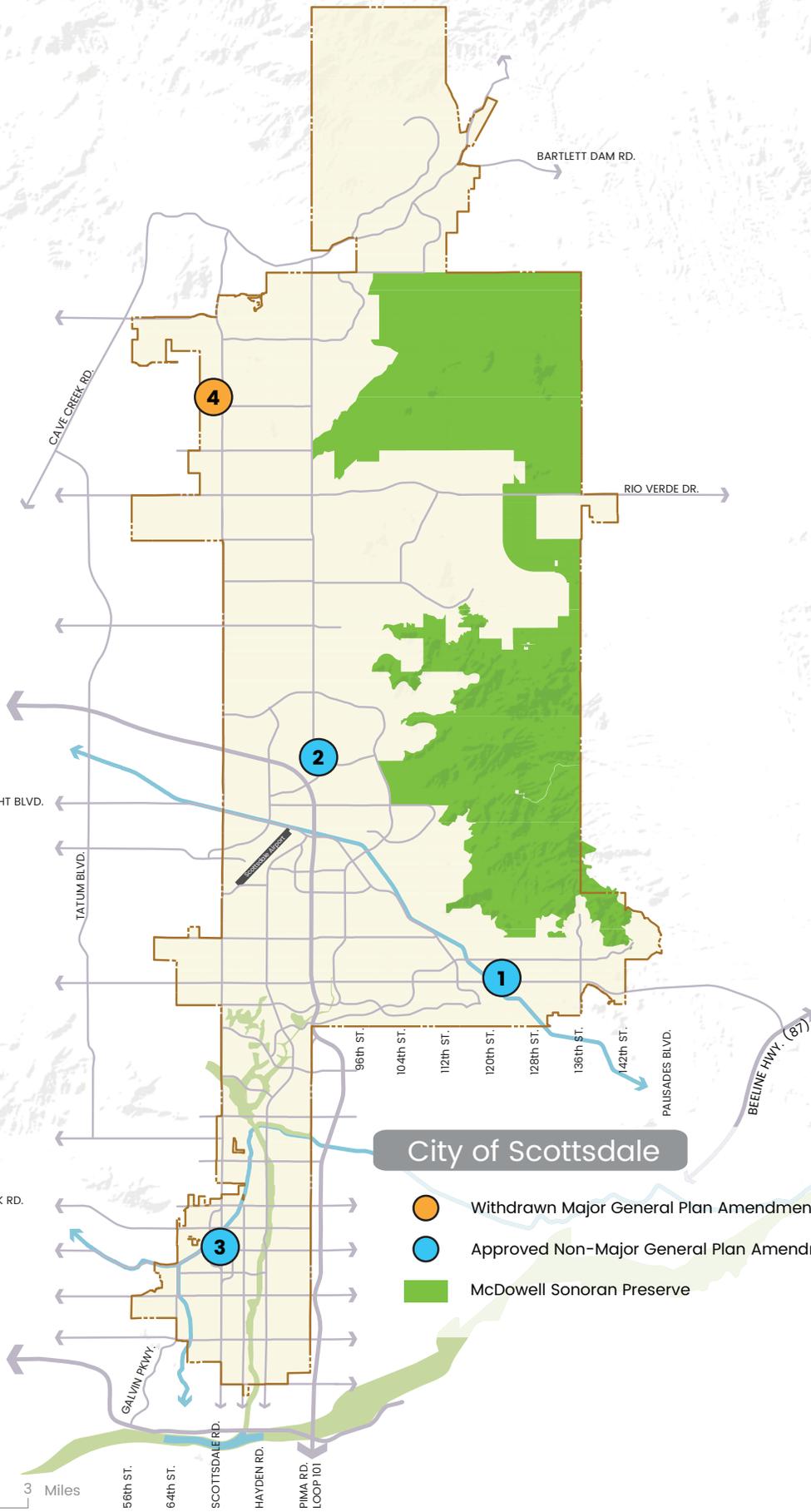
## WITHDRAWN MAJOR GENERAL PLAN AMENDMENTS

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The following major General Plan amendment case was submitted and subsequently withdrawn between January and December 2018:

-  **8 Lone Mountain Self Storage (2-GP-2018 & 8-ZN-2018)** – This was a withdrawn request for a major General Plan Amendment to change the land use designation from Rural Neighborhoods to Commercial on a ±5 acre property located west of the northwest corner of Scottsdale Rd & Lone Mountain Rd. The purpose of this amendment was to develop a self-storage facility. *(Cross-Reference Land Use, Neighborhoods, Growth Areas and Open Space & Recreation Elements)*  
*Withdrawn on October 3, 2018.*

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.  
 LOOP 101  
 UNION HILLS DR.  
 BELL RD./FRANK LLOYD WRIGHT BLVD.  
 GREENWAY PKWY.  
 THUNDERBIRD RD.  
 CACTUS RD.  
 SHEA BLVD.  
 DOUBLETREE RANCH RD.  
 MCCORMICK PKWY.  
 INDIAN BEND RD.  
 LINCOLN DR.  
 McDONALD DR.  
 CHAPARRAL RD./CAMELBACK RD.  
 CAMELBACK RD.  
 INDIAN SCHOOL RD.  
 THOMAS RD.  
 McDOWELL RD.  
 LOOP 202  
 MCKELLIPS RD.



**City of Scottsdale**

- Withdrawn Major General Plan Amendment Location
- Approved Non-Major General Plan Amendment Location
- McDowell Sonoran Preserve





# CITY OF SCOTTSDALE

GENERAL PLAN ANNUAL REPORT  
JANUARY - DECEMBER 2018