2035 General Plan Update
Virtual Open House & Self-Guided Virtual Open House
Aggregate Summary Report – April 20, 2021

Since February 2021, Long Range Planning has been conducting virtual open house sessions with the public in an effort to gain input and feedback regarding the draft 2035 General Plan. In particular, the virtual sessions were focused on garnering input specific to the draft Vision Statement, the Land Use Element, major General Plan amendment criteria, and the downtown core – as per the direction of City Council. Virtual Sessions have been in the form of both live polling sessions and self-guided video/polling sessions. This report provides an aggregate summary of all polling results, including a summary of key discussions that occurred across all virtual sessions that are outlined below:

- February 18, 2021 - three (3) live virtual open house polling sessions (51 total participants out of 70 total registrations) with four (4) topics tested:
    - Vision Statement,
    - General Plan Amendment Criteria,
    - Land Use-Employment, and
    - Land Use-Desert Rural Neighborhoods
- March 8, 2021 - three (3) live virtual open house polling sessions (23 total participants out of 32 total registrations) with five (5) topics tested:
    - Vision Statement,
    - General Plan Amendment Criteria,
    - Land Use-Employment,
    - Land Use-Desert Rural Neighborhoods, and
    - Character Type-Downtown Core
- March 11, 2021 - three (3) live virtual open house polling sessions (21 total participants out of 22 total registrations) with one (1) topic tested:
    - Land Use-Desert Rural Neighborhoods
- March 15, 2021 - three (3) live virtual open house polling sessions (53 total participants out of 66 total registrations) with five (5) topics tested:
    - Vision Statement,
    - General Plan Amendment Criteria,
    - Land Use-Employment,
    - Land Use-Desert Rural Neighborhoods, and
    - Character Type-Downtown Core
- March 5 – March 31, 2021 – ongoing, self-guided video/polling sessions (42 total participants) related to five (5) topics tested:
    - Vision Statement,
    - General Plan Amendment Criteria,
    - Land Use-Employment,
    - Land Use-Desert Rural Neighborhoods, and
    - Character Type-Downtown Core
- March 5 – April 19, 2021 – ongoing, self-guided video/polling sessions related to the topic of Land Use-Desert Rural Neighborhoods (37 total participants) with one (1) topic tested:
    - Land Use-Desert Rural Neighborhoods
- April 1 – April 16, 2021 – ongoing, self-guided video/polling sessions (93 total participants) related to three (3) topics tested:
    - General Plan Amendment Criteria,
    - Land Use-Desert Rural Neighborhoods, and
    - Character Type-Downtown Core
- April 15, 2021 - three (3) live virtual open house polling sessions (7 total participants out of 7 total registrations) with one (1) topic tested:
    - Land Use-Desert Rural Neighborhoods

Please note that specific results and discussions for each individual session can be found in separate summaries, by date, for each of the virtual sessions.

Aggregate Results

Over the course of the virtual open house sessions, there were a total of 321 participants. Staff has identified sixty-four (64) individuals that attended more than one (1) session, resulting in 231 unique participants. Notably, it was not mandatory for participants to contribute to the polling or verbal conversations that occurred, therefore polling participation fluctuates by topic. This is an aggregate summary of the polling conducted across all virtual sessions and includes a synopsis of discussions heard, specific to the various topics outlined below. Aggregate results represent all public input received as of the date of this report.

1) Vision Statement: City Council directed staff to garner public input on three (3) vision statements, including the existing 2001 General Plan Vision Statement, the 2014 Task Force Vision Statement (including 3 Community Aspirations), and a Vision Statement submitted by Vice Mayor Janik. Polling questions and results included:
- What is your preferred Vision Statement for Scottsdale?
  - Existing 2001 Vision Statement – 7 (6%)
  - Task Force 2014 Vision Statement – 47 (41%)
  - Vice-Mayor Janik Proposed Vision Statement – 50 (43%)
  - None of the Vision Statements Presented – 11 (10%)
- Does your choice fully communicate your vision for the future?
  - Yes – 76 (66%)
  - No, it is missing something I'd like to suggest – 39 (34%)

In aggregate, participants were generally split between the Task Force 2014 Vision Statement and the Vice-Mayor Janik Vision Statement. Consequently, the collective discussion received focused on topics or themes that attendees felt were not covered in their preferred vision statements, including: education, diversity, art, inclusivity, sustainability, and business attraction.

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

- Do you support the first four existing (1-4) major amendment criteria and the process for which major amendments are determined?
  - Yes – 89 (72%)
  - No – 34 (28%)

- Do you support the NEW major amendment criteria (5-7) and the process for which major amendments are determined?
  - Yes – 79 (64%)
  - No – 44 (36%)

In aggregate, the majority of participants supported both existing and new major General Plan amendment criteria as depicted in the draft 2035 General Plan. Those in support stated that they felt the existing and proposed criteria will allow City Council to effectively and methodically review future development proposals. Those in opposition opined that the criteria was too restrictive. Other participants felt that they didn't understand the criteria and amendment process, and discussed the possible need for rewording the text utilized within the criteria to more accurately accomplish the purpose and goals of the General Plan.

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

- Do you support the combination of the Employment/Office land use designation?
  - Yes – 87 (88%)
  - No – 12 (12%)

In aggregate, the majority of participants supported this proposal. Furthermore, no significant discussion occurred during outreach regarding this topic.

4) Land Use – Desert Rural Neighborhoods: There has been community discussion, and some City Council interest, to include the addition of a new Desert Rural Neighborhoods General Plan land use designation for those properties that are currently zoned as R1-130 or R1-190, with the intent to preserve the large-lot, rural character north of Deer Valley Road. This new land use is also proposed to include a major General Plan amendment to change from Desert Rural to any General Plan land use that would increase density. Polling questions regarding this proposal included:

- Do you support the creation of a new Desert Rural Land Use designation?
  - Yes – 103 (51%)
  - No – 100 (49%)
- Do you support the land use amendment matrix associated with the creation of a new Desert Rural Land Use Category?
  - Yes – 97 (48%)
  - No – 106 (52%)

In aggregate, attendees were generally split in terms of support and opposition to both the proposal for the creation of a new "Desert Rural" Neighborhoods General Plan land use designation and its inclusion within the General Plan land use amendment matrix showing a change from Desert Rural to all other land use categories, excluding Natural Open Space, as a major General Plan amendment process. Participants supportive of the proposal generally agreed that such increased scrutiny by City Council on future development projects on existing large-lot parcels was necessitated as it would: protect the natural desert; preserve large-lot and equestrian character; and, appeal to affluent residents and tourists. Participants opposed to this proposal generally agreed that it would: negatively affect property values; negatively affect property owners who invested in this area of the city for retirement or legacy purposes; potentially be a Proposition 207 "taking"; and, stunt growth, housing needs, and needed infrastructure improvements in northern Scottsdale, while forcing future density on the central and southern areas of Scottsdale.

5) Character Type – Downtown Core:
From March 5th through March 31st, staff solicited input from citizens on a proposal to adjust the General Plan Character Types Map to depict the Downtown Core (in Old Town) with a specific boundary. Adding this character type would further identify this area as the low-scale, historic, pedestrian-focused character found within the center of Old Town currently. Polling questions regarding this proposal included:

- Do you support the addition of a new Character Type - Downtown Core - as its own Character Type in Old Town Scottsdale?
  - Yes – 53 (72%)
  - No – 21 (28%)

In aggregate, the majority of attendees were supportive of adding the Downtown Core to the Character Types map. Participants in support generally agreed that such a proposal would further identify the western heritage of Old Town. Participants opposed to such, generally agreed that the proposal was provided to the public too late in the update effort, would negatively affect property owners and merchants in the area, and would stifle future redevelopment efforts specific to this area of Old Town.

From April 1st through April 16th, staff solicited input from citizens on an update of the proposal to adjust the General Plan Character Types Map to depict the Downtown Core (in Old Town) with an amorphous boundary – so as to allow the area to have a special notation at the General Plan level, while deferring that any greater detail to this area be referenced from the existing Old Town Scottsdale Character Area Plan. Adding this character type would further identify this area as the low-scale, historic, pedestrian-focused character found within the center of Old Town currently. Polling questions regarding this proposal included:

- Do you support the addition of a new Character Type - Downtown Core - as its own Character Type in Old Town Scottsdale?
    - Yes – 11 (33%)
    - No – 22 (67%)

In aggregate, the majority of attendees did not support the proposal for adding the Downtown Core to the Character Types map. Those in opposition to the proposal stated that this would restrict future development in Old Town and would hinder needed redevelopment efforts within the area. Those in support of the proposal stated that they would like to preserve the low-profile historic character of Old Town gives the City its unique identity, and that the proposal would prevent future, out-of-context development within the area.