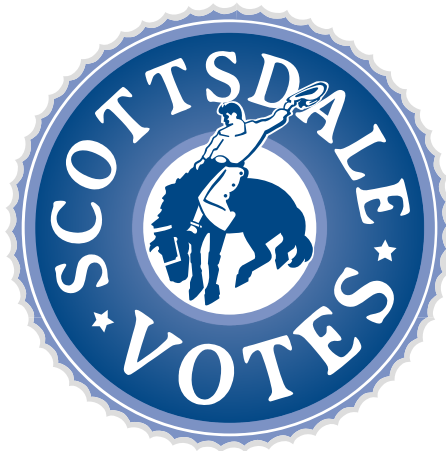


INFORMATIONAL PAMPHLET AND BALLOT TEXT

**SPECIAL ELECTION BY MAIL
TUESDAY, NOVEMBER 2, 2021**

CITY OF SCOTTSDALE, ARIZONA



This pamphlet is mailed to each City residence in which an eligible registered voter resides and is available online at [Scottsdale.Vote](https://www.scottsdale.vote).

Para una versión en español o en letra grande de este folleto, favor de llamar al 480-312-2412, o escribir a la Oficina del Secretario Municipal, 3939 North Drinkwater Boulevard, Scottsdale, Arizona 85251. Una versión en español de este folleto esta disponible en línea al [Scottsdale.Voto](https://www.scottsdale.vote), y en los siguientes lugares de Scottsdale:

- *Oficina del Secretario Municipal, 3939 North Drinkwater Boulevard, 480-312-2412*
- *Centro de la Vecindad Paiute, 6535 East Osborn Road, 480-312-2529*
- *Centro Comunitario Vista del Camino, 7700 East Roosevelt Street, 480-312-2323*
- *Biblioteca Appaloosa, 7377 East Silverstone Drive, 480-312-7323*
- *Biblioteca Arabian, 10215 East McDowell Mountain Ranch Road, 480-312-7323*
- *Biblioteca del Centro Cívico, 3839 North Drinkwater Boulevard, 480-312-7323*
- *Biblioteca Mustang, 10101 North 90th Street, 480-312-7323*

TABLE OF CONTENTS

INTRODUCTION	2
IMPORTANT VOTING INFORMATION.....	3
KEY ELECTION DATES	5
VOTER IDENTIFICATION AT THE REPLACEMENT BALLOT CENTERS	7
PROPOSITION 463 BALLOT TEXT	8
RESOLUTION NO. 12177	9
FREQUENTLY ASKED QUESTIONS – SCOTTSDALE GENERAL PLAN 2035.....	11
ARGUMENTS SUPPORTING AND OPPOSING PROPOSITION 463	17
NOTES.....	22

INTRODUCTION

To the voters of the City of Scottsdale:

Election Day is Tuesday, November 2, 2021. The purpose of this Informational Pamphlet is to provide you with information regarding Proposition 463 that will appear on the City of Scottsdale's Special Election by Mail ballot:

Proposition 463 asks voters to consider whether to ratify or not ratify the "Scottsdale General Plan 2035," adopted by the Scottsdale City Council on June 8, 2021 in Resolution No. 12177.

The full text of the proposed ballot measure is included in this pamphlet, along with information about the General Plan, including the official and descriptive titles, frequently asked questions, and the effect of a "YES" or "NO" vote. This pamphlet also contains arguments supporting and opposing the ballot measure and general voting information.

This is a Special Election by Mail. No polling places will be provided for this election. Every registered voter will automatically receive an official ballot, which will include a voter affidavit and self-addressed, postage-paid return envelope, in the mail beginning Wednesday, October 6, 2021. For additional information, please see page 3 of this pamphlet.

All qualified electors of the City, regardless of party registration, may vote on Proposition 463. A qualified elector of the City is defined as a person, eighteen years or older, whose name appears on Maricopa County's list of registered voters in a City of Scottsdale precinct 29 days prior to the date of election. To vote in the November 2, 2021 Special Election by Mail, Scottsdale residents must be registered to vote by Monday, October 4, 2021.

Additional information about this election is available through the:

City Clerk's Office
3939 N. Drinkwater Boulevard
Scottsdale, AZ 85251
480-312-2412
Scottsdale.Vote

You are encouraged to read all the material contained in this pamphlet and to exercise your right to vote in Scottsdale's November 2, 2021 Special Election by Mail.

Sincerely,



Ben Lane
City Clerk

IMPORTANT VOTING INFORMATION

SPECIAL ELECTION BY MAIL

The Maricopa County Elections Department will send an official ballot, which will include a voter affidavit and self-addressed, postage-paid return envelope, to every registered voter in the City of Scottsdale beginning Wednesday, October 6, 2021. For a Braille, large print, or Spanish version of this Informational Pamphlet, please call 480-312-2412.

QUALIFICATIONS TO VOTE

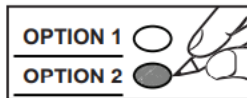
In order to vote in this election, you must be registered to vote within the boundaries of Scottsdale before midnight on Monday, October 4, 2021. You may check your registration status, track your ballot and more online at [BeBallotReady.Vote](https://www.maricopa.vote) or by calling the Maricopa County Elections Department at 602-506-1511.

REQUESTING BALLOTS BE SENT TO AN ALTERNATE (TEMPORARY) ADDRESS

The U.S. Postal Service cannot forward ballots to another address. If you will be out of town and would like to receive a ballot for Scottsdale's Special Election by Mail at a temporary address, please contact the Maricopa County Elections Department by calling 602-506-1511.

BALLOT DESIGN

Ballots were recently updated to have fill-in ovals instead of arrows.



RETURNING VOTED BALLOTS

A voted ballot must be returned in the ballot affidavit envelope that was provided with the ballot. Make sure to sign, date, and provide a current phone number on your affidavit envelope.

To be valid and counted, voted ballots must be received by Maricopa County Elections no later than 7:00 p.m. on Election Day, Tuesday, November 2, 2021.

If you return your voted ballot by mail, be sure to allow sufficient time for delivery. It is recommended you mail your ballot at least 7 days (Tuesday, October 26, 2021) before Election Day. In addition to mailing, voters may drop off voted ballots at any of the replacement ballot centers or ballot drop boxes listed on page 4.

If a ballot is destroyed, lost, spoiled, or not received, a replacement ballot may be requested by phone at 602-506-1511 or online at [Maricopa.Vote](https://www.maricopa.vote) before 5:00 p.m. on Friday, October 22, 2021. A replacement ballot may also be obtained at any of the replacement ballot centers found on page 4 during the stated hours of operation.

On Election Day, Tuesday, November 2, 2021, replacement ballot centers will be open from 6:00 a.m. to 7:00 p.m. Any qualified voter who is in the line of waiting voters at 7:00 p.m. shall be allowed to prepare and cast their ballot. Your Informational Pamphlet may be brought into the voting location and taken into the voting booth.

IMPORTANT VOTING INFORMATION

HOW CAN I CHECK THE STATUS OF MY BALLOT?

Information about the status of your ballot is available online at [BeBallotReady.Vote](https://www.maricopa.gov/BeBallotReadyVote), where you can obtain detailed information, such as the date your ballot was mailed, received, or processed for tabulation. To check your ballot status, you will need to provide your date of birth, last name, and home address number. Additionally, you will need to provide one of the following pieces of information: last four digits of your social security number; driver license number; voter identification number; or state non-operating identification license number.

This information is required to positively identify you as the voter and the information you enter must match the information on your voter registration record.

You can also sign up for ballot status text alerts by texting "JOIN" to 628-683.

REPLACEMENT BALLOT CENTERS

You can request a replacement ballot, vote in person, or drop off your voted ballot at the following location:

Indian Bend Wash Visitors Center – 4201 N. Hayden Road, Scottsdale, AZ 85251

8:00 a.m. to 5:00 p.m., Monday, October 25, 2021, through Friday, October 29, 2021

8:00 a.m. to 5:00 p.m., Monday, November 1, 2021

6:00 a.m. to 7:00 p.m., Tuesday, November 2, 2021

Other locations in Maricopa County can be found by calling 480-312-2412 or online at: [Locations.Maricopa.Vote](https://www.maricopa.gov/LocationsMaricopaVote).

All replacement ballot centers are open on Election Day, Tuesday, November 2, 2021, starting at 6:00 a.m. until 7:00 p.m.

BALLOT DROP BOXES ONLY

You can drop off your voted ballot at the following locations:

Scottsdale City Hall – 3939 N. Drinkwater Boulevard, Scottsdale, AZ 85251

Monday through Friday, 8:00 a.m. to 5:00 p.m., starting Wednesday, October 6, 2021 through Tuesday, November 2, 2021.

Maricopa County Tabulation and Election Center – 510 S. 3rd Avenue, Phoenix, AZ 85003

24 hours a day, 7 days a week starting Wednesday, October 6, 2021 through 7:00 p.m. on Tuesday, November 2, 2021.

VOTING ASSISTANCE

You may request a Braille or large print ballot by calling 602-506-1511. Voters who need assistance due to a confining illness or disability may request a Special Election Board by calling 602-506-1511 or emailing SEB@risc.maricopa.gov by 5:00 p.m. on Friday, October 22, 2021. Please provide your full name, residence address, contact information, and date of birth for verification purposes.

Accessible voting devices are available at all voting locations, as well as curbside voting for voters who are unable to leave their vehicle due to physical limitations.

KEY ELECTION DATES

This is a Special Election by Mail. All registered voters will automatically receive a ballot in the mail. Ballots will be mailed beginning Wednesday, October 6, 2021.

Date of Election	Tuesday, November 2, 2021
-------------------------	----------------------------------

Military and Overseas Ballots Mailed	Saturday, September 18, 2021
---	-------------------------------------

The Uniformed and Overseas Citizens Absentee Voting Act (UOCAVA) requires that ballots be sent to UOCAVA voters (active members of the Uniformed Services) at least 45 days before an election.

Last Day to Register to Vote	Monday, October 4, 2021
-------------------------------------	--------------------------------

If you do not know if you are qualified to vote in this election, visit [BeBallotReady.Vote](https://www.maricopa.gov/BeBallotReady.Vote) or call the Maricopa County Elections Department at 602-506-1511.

Ballots Are Mailed	Wednesday, October 6, 2021
---------------------------	-----------------------------------

To track the status of your ballot, visit [BeBallotReady.Vote](https://www.maricopa.gov/BeBallotReady.Vote) or text "JOIN" to 628-683.

Last Day to Request Special Election Board Assistance	Friday, October 22, 2021
--	---------------------------------

Your written or verbal request for voting assistance, due to a confining illness or disability, must be received by the Maricopa County Elections Department by 5:00 p.m. Please call 602-506-1511 or email SEB@risc.maricopa.gov for more information and include your full name, residence address, contact information, and date of birth for verification purposes.

Last Day to Request a Replacement Ballot	Friday, October 22, 2021
---	---------------------------------

If you do not receive your ballot in the mail or if you need to request a replacement ballot, call 602-506-1511 or go online at [Request.Maricopa.Vote](https://www.maricopa.gov/Request.Maricopa.Vote) through 5:00 p.m. on Friday, October 22, 2021. After Friday, October 22, 2021, you may request a replacement ballot in person at one of the replacement ballot centers listed on page 4.

KEY ELECTION DATES

Recommended Date to Mail Completed Ballots**Tuesday, October 26, 2021**

If you return your voted ballot by mail, be sure to allow sufficient time for delivery. It is recommended you mail your ballot at least 7 days before Election Day.

Ballot Must Be Received By**7:00 p.m., Tuesday, November 2, 2021**

For your ballot to be valid and counted, your voted ballot and signed affidavit must be received (POSTMARKS DO NOT COUNT) by the Maricopa County Elections Department by 7:00 p.m. on Election Day, Tuesday, November 2, 2021. You may also deposit your ballot and affidavit at any replacement ballot center or drop box location before the 7:00 p.m. deadline.

Election Results**8:00 p.m., Tuesday, November 2, 2021**

Election results will be released at approximately 8:00 p.m. To view election results, please visit [Scottsdale.Vote](https://www.scottsdale.vote).

VOTER IDENTIFICATION AT THE REPLACEMENT BALLOT CENTERS

When voting at a polling location, voters shall announce their name and place of residence to the election official and present one form of identification from List 1 OR two different forms of identification from Lists 2 or 3. Please visit GetID.Maricopa.Vote for more information.

LIST 1 – Acceptable forms of ID with voter’s photograph, name, and address. The address must match the precinct register (1 required):

- Valid Arizona driver’s license
- Valid Arizona non-operating identification license
- Tribal enrollment card or other form of tribal identification
- Valid United States federal, state, or local government issued identification

An identification is “valid” unless it can be determined on its face that it has expired.

LIST 2 – Acceptable forms of ID (no photo) with voter’s name and address. The address must match the precinct register (2 required):

- Utility bill of the elector dated within 90 days of the election (may be electric, gas, water, solid waste, sewer, telephone, cellular phone, or cable television)
- Bank or credit union statement dated within 90 days of the election
- Valid Arizona vehicle registration
- Indian census card
- Property tax statement of the elector’s residence
- Tribal enrollment card or other form of tribal identification
- Arizona vehicle insurance card
- Recorder’s Certificate
- Valid United States federal, state, or local government issued identification, including a voter registration card issued by the County Recorder
- Any mailing to the elector marked “Official Election Material”

LIST 3 – Acceptable forms of ID, one with photo, one without (2 required):

- Any valid photo identification from List 1, with an address that does not match the precinct register, accompanied by one valid item from List 2
- United States passport without address and one valid item from List 2
- United States military identification and one valid item from List 2

PROVISIONAL BALLOT

If the voter does not have sufficient identification at the polling location, the voter will be issued a provisional ballot. To be a valid and counted ballot, sufficient identification must be presented to the Scottsdale City Clerk or the Maricopa County Recorder before 5:00 p.m. on Friday, November 5, 2021.

PROPOSITION 463 BALLOT TEXT

Full Text

PROPOSED RATIFICATION BY THE VOTERS RELATING TO THE “SCOTTSDALE GENERAL PLAN 2035” SUBMITTED TO THE PEOPLE BY THE SCOTTSDALE CITY COUNCIL

OFFICIAL TITLE: THE “SCOTTSDALE GENERAL PLAN 2035,” SUBMITTED TO THE VOTERS OF THE CITY FOR RATIFICATION TO REPLACE THE CITY OF SCOTTSDALE 2001 GENERAL PLAN.

DESCRIPTIVE TITLE: Proposal to approve and ratify the “Scottsdale General Plan 2035,” adopted by the Scottsdale City Council in Resolution No. 12177 on June 8, 2021, as the City’s new general plan, which is a policy document setting forth the community’s long-term objectives, principles and expectations for future growth and development.

A “**YES**” vote shall have the effect of ratifying and approving the “Scottsdale General Plan 2035,” as the new general plan of the City of Scottsdale, Arizona and repealing the City of Scottsdale 2001 General Plan and all amendments thereto.

A “**NO**” vote shall have the effect of rejecting the “Scottsdale General Plan 2035” and retaining the City of Scottsdale 2001 General Plan and all amendments thereto.

**YES
NO**

RESOLUTION NO. 12177

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, ADOPTING THAT PUBLIC RECORD ENTITLED "SCOTTSDALE GENERAL PLAN 2035," TO BE THE NEW GENERAL PLAN FOR THE CITY OF SCOTTSDALE, WHICH WILL BE SENT TO THE VOTERS FOR POTENTIAL RATIFICATION. THE "SCOTTSDALE GENERAL PLAN 2035" UPDATES THE COMMUNITY'S LONG-TERM EXPECTATIONS FOR FUTURE GROWTH AND DEVELOPMENT, REVISES EXISTING GENERAL PLAN ELEMENTS AND ADDS NEW GENERAL PLAN ELEMENTS.

WHEREAS, the City is required to revisit and adopt a General Plan every ten years; and

WHEREAS, the first attempt to update the Scottsdale General Plan 2001, in March 2012, was not ratified by the voters; and

WHEREAS, the City Council adopted Resolution No. 11851 concerning General Plan Update Adoption Procedures for the "Scottsdale General Plan 2035"; and

WHEREAS, the "Scottsdale General Plan 2035" has been filed as a General Plan Amendment; and

WHEREAS, the City has solicited and encouraged effective, early, and continuous public participation in the development of the new General Plan, and considered comments concerning the proposed new General Plan and any alternatives; and

WHEREAS, the City Council, through its members and staff, has consulted with and advised public officials and agencies as required by Arizona Revised Statutes Section 9-461.06; and

WHEREAS, the Planning Department has submitted a review copy of the "Scottsdale General Plan 2035" to each agency required by A.R.S. Section 9-461.06 (C) and all persons or entities who made a written request to receive a review copy of the proposal at least 60 days in advance of its adoption; and

WHEREAS, the Planning Commission held two (2) remote site public hearings on March 24th and April 28th 2021 concerning the "Scottsdale General Plan 2035"; and

WHEREAS, the Planning Commission held a recommendation hearing on May 12, 2021 concerning the "Scottsdale General Plan 2035"; and

WHEREAS, the City Council has held a public hearing on June 8th, 2021 on the "Scottsdale General Plan 2035" and determined that it reflects the community's long-term expectations for future development and growth and appropriately revises existing General Plan elements and adds new General Plan elements.

RESOLUTION NO. 12177

NOW, THEREFORE BE IT RESOLVED, by the City Council of the City of Scottsdale, as follows:

Section 1. That certain document entitled the “Scottsdale General Plan 2035,” is hereby declared to be a public record, one copy and one electronic copy shall be on file with the City Clerk, located at 3939 N. Drinkwater Boulevard, Scottsdale, Arizona.

Section 2. That the “Scottsdale General Plan 2035” is hereby adopted to be the City’s new General Plan, subject to the ratification of the voters. The “Scottsdale General Plan 2035” will not go into effect until and unless it is ratified by the voters of the City of Scottsdale.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this 8th day of June 2021.

CITY OF SCOTTSDALE, an Arizona municipal corporation

/s/ David D. Ortega
Mayor

ATTEST:

/s/ Ben Lane
City Clerk

APPROVED AS TO FORM:

Sherry R. Scott
City Attorney

/s/ Joe Padilla
Deputy City Attorney

FREQUENTLY ASKED QUESTIONS – SCOTTSDALE GENERAL PLAN 2035

1. What is a General Plan?

The General Plan is an expression of community vision, aspirations, values and goals. It is a short- and long-term decision-making guide to achieve the vision, and it fulfills State and City Charter legal requirements. The goals and policies in the General Plan are implemented through ordinances, regulations, ongoing procedures, recommendations from City boards and commissions, and decisions made by the City Council. The General Plan is also carried out by private actions and initiatives in the community.

Some of the most recognizable applications of the General Plan include the City's physical development, road expansions or abandonments, neighborhood revitalization projects, preservation efforts, capital improvements, fiscal planning, budgeting and project funding, and recreation facilities.

Arizona law requires that communities adopt a General Plan and outlines the content the plan must contain. The most current Scottsdale General Plan was adopted in 2001 and ratified by the voters in 2002.

2. What is the "Scottsdale General Plan 2035"?

On June 8, 2021, the Scottsdale City Council adopted a new General Plan for the City, entitled "Scottsdale General Plan 2035." State law requires Scottsdale voters to ratify ("approve") this Plan before it can become effective.

The "Scottsdale General Plan 2035" would serve as the community's new vision and guide for future physical, economic, and social development. The "Scottsdale General Plan 2035," if approved by the voters, will replace the existing 2001 Scottsdale General Plan that was last approved by the voters in 2002.

3. What are community-created elements?

While not required by State Statute, the Scottsdale General Plan has included community-created elements since the creation, adoption, and ratification of its 2001 General Plan. Community-created elements are content in the General Plan that have been identified, through the public outreach process, as important to Scottsdale community members. Since 2001, the Scottsdale General Plan has incorporated Character and Design, Community Involvement and Economic Vitality as community-created elements. Scottsdale General Plan 2035 retains these three elements from the 2001 Plan and adds four new community-created elements: Arts, Culture and Creative Community; Healthy Community; Tourism; and Education.

4. What are State-mandated elements?

State-mandated elements are plan sections that are required by State law, to be included in city and town General Plans. State Statutes outline specific content to be included within each element. The following State-mandated elements are required to be in the Scottsdale General Plan 2035: Land Use; Open Space; Environmental Planning; Conservation; Water Resources; Energy; Housing; Recreation; Safety; Circulation; Bicycling; Neighborhood Preservation & Revitalization; Conservation; Rehabilitation & Redevelopment; Growth Areas; Cost of Development; Public Services & Facilities; and Public Buildings.

FREQUENTLY ASKED QUESTIONS – SCOTTSDALE GENERAL PLAN 2035

The “Scottsdale General Plan 2035” proposed for voter approval contains 24 elements, generally described as follows:

- ***Character and Design Element (Community Created)***

This element focuses on character and quality of design throughout the community. The goals and policies of this element cover streetscape character, character types, character area planning, design, public spaces, landscape character, minimizing light and noise pollution, and western and equestrian lifestyle.

- ***Land Use Element (State Mandated)***

This element shows the general distribution, type, and location of land uses. It focuses on coordinating land uses at the regional, citywide, and local levels. The goals and policies also discuss relationships between land use and economic viability, transportation, conservation of resources, and protection of the Scottsdale Airport. Established criteria have been defined in this element to determine if a proposed land use change qualifies as a major General Plan amendment (General Plan Amendment Criteria). A map designating the proposed locations and types of land use classifications is included.

- ***Arts, Culture, & Creative Element (Community Created)***

Recognizing that arts and culture have been important to the community since Scottsdale’s founding, this element focuses on Scottsdale as an arts, culture, and creative community. The goals and policies of this element cover arts and cultural programs, creative placemaking, historic and cultural resources, and creative community.

- ***Open Space Element (State Mandated)***

This element contains goals and policies that promote a comprehensive open space system within the community and linkages to open space areas adjacent to Scottsdale. The goals and policies of this element also include the City’s efforts toward desert and mountain preservation, including the Scottsdale McDowell Sonoran Preserve, natural open space, a system of continuous open space, and developed open space.

- ***Environmental Planning Element (State Mandated)***

This element focuses on the protection of natural and human habitats. Goals and policies include environmental stewardship, improvement of air quality, recycling, environmental design (“Green Building”), water quality, reduction of heat islands, and planning for climate impacts.

- ***Conservation Element (State Mandated)***

The Conservation Element focuses on the efficient use of natural resources and works toward long-term sustainability of non-renewable resources, including the protection of ground and surface water, watercourses, and wildlife habitats.

- ***Water Resources Element (State Mandated)***

The Water Resources Element provides goals and policies that promote a sustainable, assured long-term water supply for Scottsdale that excels in quality.

FREQUENTLY ASKED QUESTIONS – SCOTTSDALE GENERAL PLAN 2035

- **Energy Element (State Mandated)**

The energy goals and policies encourage renewable energy production and efficient energy use.

- **Community Involvement Element (Community Created)**

The goals and policies included in this element identify ways to effectively inform and involve the community in civic discussions and decision-making processes. This element emphasizes broad distribution of city information and public input from all areas of the community, collaboration, and civil dialogue.

- **Healthy Community Element (Community Created)**

The Healthy Community Element focuses on health, wellness, diversity, and inclusion. The element contains goals and policies about access to human services, healthy food and healthy living, the needs of youth, families and senior citizens, volunteerism, and following the Golden Rule.

- **Housing Element (State Mandated)**

This element focuses on the need to support and promote a diversity of housing that accommodates a variety of income levels, households, lifestyles, and socioeconomic needs. The goals and policies address housing context and character, prevention of housing discrimination, and housing variety.

- **Recreation Element (State Mandated)**

This element recognizes the importance of recreation for social interaction, community well-being, and as part of Scottsdale's image. The goals and policies provide for the leisure and fitness needs of current and future generations through quality recreation facilities and programs.

- **Safety Element (State Mandated)**

The Safety Element focuses on alleviating natural and man-made hazards, and providing public health, safety, and welfare services, to secure a safe and enjoyable environment for citizens, businesses, and visitors to Scottsdale. Goals and policies in this element include emergency management, transportation safety, crime prevention, and hazardous materials safety.

- **Circulation Element (State Mandated)**

The Circulation Element promotes safe, efficient, and accessible choices for the movement of people, goods, and information at the regional, citywide, and neighborhood levels. The goals and policies include a focus on accessibility, connectivity, mobility choices, and the interrelatedness of transportation and land use.

- **Bicycling Element (State Mandated)**

The Bicycling Element recognizes Scottsdale as a bicycle-friendly community through recreational bicycling, as well as bicycling as an alternative mode of transportation. The goals and policies of this element provide for a safe, connected, and convenient on-street and off-street bicycle network.

FREQUENTLY ASKED QUESTIONS – SCOTTSDALE GENERAL PLAN 2035

- ***Neighborhood Preservation & Revitalization Element (State Mandated)***

The goals and policies of this element recognize that preservation and revitalization of Scottsdale’s mature neighborhoods is critical to maintaining and strengthening the health, safety, prosperity, and enjoyment of the community. Topics covered in this element include neighborhood identity, homeownership, neighborhood safety, and neighborhood planning.

- ***Conservation, Rehabilitation & Redevelopment Element (State Mandated)***

The Conservation, Rehabilitation & Redevelopment Element recognizes Scottsdale as a maturing city and focuses on the conservation and rehabilitation of mature properties, seeking creative infill development strategies, and supporting context-sensitive redevelopment in areas showing signs of decline. The element addresses both “informal” and “formal” redevelopment, recognizing that any “formal” redevelopment must be approved by the City Council and conform to Arizona State Statute requirements. Topics covered in this element include context-appropriate redevelopment, economic well-being, and use of redevelopment authority.

- ***Growth Areas Element (State Mandated)***

The Growth Areas Element identifies specific locations (“Growth and Activity Areas”) where future physical and economic development will be focused and where mixed land uses and multiple transportation options are most appropriate.

- ***Cost of Development Element (State Mandated)***

The purpose of the Cost of Development Element is to guide the fiscal impacts created by new development or redevelopment with regard to infrastructure and public services and determine how such impacts will be addressed. Goals and policies in this element include development paying its fair share for economic sustainability, timing and adequacy of public services, and the coordination of infrastructure investment.

- ***Public Services & Facilities Element (State Mandated)***

The Public Services & Facilities Element expresses the City’s commitment in providing high-quality community services to its residents, businesses, and visitors. The Public Services and Facilities Element includes goals and policies about the provision of programs, services, and physical facilities that serve to protect the health, safety, and welfare of the community, including solid waste, utilities, libraries, and community services.

- ***Public Buildings Element (State Mandated)***

This element acknowledges the role that public buildings play in shaping the community. Goals and policies focus on public building design and locations.

- ***Economic Vitality Element (Community Created)***

This element includes goals and policies that encourage economic development, growth, and stability to sustain the community over time. The goals and policies emphasize economic resiliency and prosperity, diversity in economic activity, tourism, workforce education, and the sustained long-term fiscal health of the community.

- ***Tourism Element (Community Created)***

This element recognizes tourism as an integral part of Scottsdale's identity and economy. The goals and policies focus on strengthening tourism, enhancing mobility and wayfinding, and supporting special events and venues.

- ***Education Element (Community Created)***

This element focuses on lifelong learning, partnerships with traditional educational providers, and the community's role in supporting equitable quality education and safe, healthy, and positive educational environments.

Recognizing the City does not provide direct, traditional education that the schools provide and that schools have separate governing boards, tax funding, and State laws, the Education Element demonstrates the City's support of the broader idea of education through partnerships and programming, such as those already offered through the City parks and recreation services, libraries, after-school programs, and adult education offerings.

Arizona Law requires the General Plan to include the locations of public schools and boundaries of public school districts. The Scottsdale General Plan 2035 includes a map that depicts public school locations (elementary, middle, and high schools) and district boundaries (five separate districts) that serve Scottsdale, in keeping with these State law requirements. This map has been relocated from the Public Buildings Element to the Education Element in the Scottsdale General Plan 2035.

5. Why do we have a General Plan?

Arizona law (Arizona Revised Statutes [A.R.S.] Section 9-461.05.C) provides that: "The general plan shall consist of a statement of community goals and development policies. The plan shall include maps, any necessary diagrams and text setting forth objectives, principles, standards and plan proposals." Additionally, State law (A.R.S. Section 9-461.05.A) requires that each city adopt a comprehensive, long-range General Plan to guide the development of the City. The Scottsdale City Charter also requires the City to adopt and from time to time modify a comprehensive plan, such as the General Plan, for the future physical development of the City.

6. Why update the existing General Plan?

The existing General Plan was last ratified by voters in 2002. The City Charter requires the City to modify its General Plan from time to time and State Law currently requires the City to adopt a new General Plan or readopt its current General Plan and send it to the voters for ratification, typically every 10 years.

7. Can the General Plan be amended more frequently than every 10 years?

Yes. Arizona State Statutes require that General Plans be legally amendable, while allowing each municipality to create their own General Plan amendment criteria. Scottsdale General Plan 2035 has specific amendment criteria to guide General Plan amendment cases through the Planning Commission and City Council public hearing processes, per specific State Statute process requirements.

FREQUENTLY ASKED QUESTIONS – SCOTTSDALE GENERAL PLAN 2035

8. When will the “Scottsdale General Plan 2035” take effect?

The “Scottsdale General Plan 2035” will not take effect until it is approved by the voters and the Scottsdale City Council has officially canvassed the results of the November 2, 2021 Special Election by Mail.

9. What if the voters do not approve the “Scottsdale General Plan 2035”?

If the voters do not approve the “Scottsdale General Plan 2035,” the existing Scottsdale General Plan 2001 will remain in effect until the voters approve a new General Plan.

10. Where can I review a copy of the “Scottsdale General Plan 2035”?

The “Scottsdale General Plan 2035” is available at the City Clerk’s Office in Scottsdale City Hall at 3939 N. Drinkwater Boulevard, and at the Long-Range Planning Department Office at the City’s One Civic Building, located at 7447 East Indian School Road, Suite 105, Scottsdale, AZ 85251. The “Scottsdale General Plan 2035” is also available for review on the City’s website at:

Scottsdale.Vote

For more information about the “Scottsdale General Plan 2035,” call the City’s Long Range Planning Department, at 480-312-7000. For more information about the November 2, 2021 Special Election by Mail, call the City Clerk’s Office at 480-312-2411.

ARGUMENTS SUPPORTING AND OPPOSING PROPOSITION 463

The "supporting" and "opposing" arguments were reproduced exactly as submitted and were not edited for spelling, grammar, or punctuation. These arguments represent the opinions of the authors and have not been checked for accuracy of content.

ARGUMENTS IN SUPPORT

I am proud of Scottsdale's General Plan 2035, which is truly citizen-driven, written by all stakeholders. Please vote YES, sign and mail-in the ballot as soon as possible.

Why is the General Plan 2035 so vital for Scottsdale? It is the blueprint document, updated every ten years, which directs and guides city staff and city Council in their decisions. Scottsdale government is the most accountable, responsible and responsive when it adheres to the General Plan.

Having lived in Scottsdale for over 42 years, I know that Scottsdale is a unique place because of our community spirit captured in the opening Vision statement:

Scottsdale will continue to be an exceptional Sonoran Desert experience and premier international destination, where our Western heritage is valued. Our diverse neighborhoods foster outstanding livability, social connectivity, healthy lifestyles and a sustainable environment. Scottsdale will thrive by attracting and retaining business centers of excellence that encourage innovation and prosperity."

"Scottsdale will respect and be sensitive to the history and legacy found in the heart of Old Town, in designated Historic Preservation neighborhoods, at archaeological sites, in the equestrian community and within cultural and architectural resources, which define our Sense of Place."

After scores of public meetings, hundreds of hours of discussion, eight Council work study sessions, and countless public comments, your Council voted unanimously to forward General Plan 2035 for your approval. There are too many elements to recount here, but details are at <https://www.scottsdaleaz.gov/general-plan/general-plan-updates>.

Citizen participation, resilience, and innovation inspire us as we embrace the past and step into the future. This is our plan, for our city. Together, we are Scottsdale, Arizona — the one and only one in the world!

Be a part of our success by voting YES on General Plan 2035.

Mayor David "Dave" Ortega

Submitted By: David D. Ortega, Scottsdale, AZ

ARGUMENTS IN SUPPORT CONTINUED

I am enthusiastically encouraging everyone to vote YES on Proposition 463 and ratify the General Plan 2035.

Scottsdale's greatest achievements happen when City Hall and the community are aligned and working side-by-side. Scottsdale's General Plan (GP) 2035 is the result of just such a collaboration. GP 2035 is a bold, forward looking plan based on the founding values and priorities that made Scottsdale an international standout.

Scottsdale is much more than a luxury destination; it is a great place to live. This is not by chance and the General Plan 2035 is written to ensure Scottsdale continues to enjoy the highest standard of living in our beautiful desert environment. The GP 2035 re-affirms a long-standing resident priority to acquire and protect acres in the McDowell Sonoran Preserve and emphasizes the need to expand natural open spaces and wildlife corridors on public and private land. It places emphasis on higher design standards for development and the need to balance growth with public benefit. New character area plans strengthen protections for Scottsdale's distinct neighborhoods and there is emphasis on public safety, transportation, and services for vulnerable populations. The GP 2035 includes new sections on education and tourism recognizing that the success of each is crucial to our City's future. The GP 2035 sets broad and ambitious sustainability goals that will protect people, the planet, and the City's budget.

After earning the unanimous support of the City Council, the General Plan 2035 is now in your hands. Join me in supporting a healthy and prosperous future for Scottsdale and Vote YES on General Plan 2035, Proposition 463.

Solange Whitehead
Scottsdale City Councilmember

Submitted By: Solange Whitehead, Scottsdale, AZ

Hello Scottsdale Neighbors,

I am writing to share my support in approving Scottsdale's General Plan 2035. Like you and many before us, I chose to marry, build a career, and start a family in Scottsdale after graduating from a university in Arizona (Go Cats!) and relocating from another state (Go Cubs!).

I find the general plan to be a guide in letting me know more about issues that I value in our community. Together as Scottsdale residents, we can get involved in our city's future by reviewing information about our city's Character, Economic Vitality, Neighborhoods, Open Spaces and Sustainability. I recommend that you go to the following link, <https://www.scottsdaleaz.gov/general-plan/general-plan-updates>, and vote YES to keep Scottsdale family-friendly, business-successful and a safe place to enjoy life!

Sincerely,
David Pierce, husband, father of 3 children, commercial and residential real estate broker, and resident of Scottsdale since 2003.

Submitted By: David Pierce, Scottsdale, AZ

ARGUMENTS IN SUPPORT CONTINUED

I vigorously support General Plan 2035 and recommend a YES vote from you, our citizens.

This is your opportunity to show support for a visionary plan that outlines the goals for the future of our amazing city. It is the result of a collaboration of residents, civic organizations, staff, and City Council to capture the Scottsdale Vision. It preserves our values and is a guiding light to a bright future for the next decade and beyond.

GP 2035 has a few new elements. It includes a section on tourism and celebrates our position as a sought-after tourist destination. It recognizes the economic significance of tourism as a driver of enhanced levels of community services keeping our city clean, safe, and innovative while reducing our tax burden. The new section on education encapsulates all the services offered by the city from toddlers to seniors. Great cities thrive on superior educational opportunities and the new plan highlights these offerings. Additionally, the plan protects our character areas by outlining and reinforcing guidelines for thoughtful development. Sustainability is another major theme that runs throughout the entire document. From green building guidelines, to water conservation, from curbing the urban heat island to recycle, reuse, regenerate; all aspects of sustainability are considered and of great importance. The final section has a data table that lists the programs in the General Plan with a timetable for implementation and evaluation.

The quality of life enjoyed by our citizens is celebrated and protected. Through preservation of view corridors and open spaces, including parks, bike trails, and the McDowell Sonoran Preserve, our unique "sense of place" in the desert southwest is enriched.

City Council voted 7-0 to approve the plan. Now it is up to you to usher in passage of General Plan 2035 with a YES vote.

Councilwoman Betty Janik

Submitted By: Betty Janik, Scottsdale, AZ

ARGUMENTS IN SUPPORT CONTINUED

The COGS Board of Directors (Coalition of Greater Scottsdale) unanimously and strongly supports the proposed General Plan 2035, and we encourage all voters to join us in a resounding YES vote. Our reasons are:

- General Plan 2001 was the last time voters approved a General Plan update. The city has changed considerably, and an update is absolutely needed to address the present and the future direction.
- The current City Council started with the citizen 2014 Task Force recommendations, added new required sections, and then sought additional community input to address current issues, concerns, and direction.
- Current Council members strengthened the language to promote adherence to GP guidance by using “*shall*” instead of “*may*” or “*consider*” that developers preferred.

- Additional language was added to:
 - Protect, revitalize, and rehabilitate our neighborhoods to promote long term neighborhood stability
 - Emphasize protection of our unique Historic Old Town and Rural Desert areas
 - Improve fiscal sustainability
 - Require development to pay its fair share of the cost of public service needs it generates
 - Promote tourism, and transportation/mobility
 - Update and use residents’ created Character Area Plans which better define Scottsdale’s unique and diverse specific areas.

Is this plan perfect? No, nothing is, but it is far better than what is guiding our development and growth now and we need a plan that provides better direction.

Our current council has worked hard to do just that, and we firmly believe voters should approve this plan to guide our future.

We hope you will join us and vote YES. Thank you.

Sonnie Kirtley, Executive Director, Coalition of Greater Scottsdale

Jim Davis, Treasurer, Coalition of Greater Scottsdale

Submitted By: Sonnie Kirtley, Scottsdale, AZ and Jim Davis, Scottsdale, AZ

ARGUMENT IN OPPOSITION

Vote “NO” on the latest version of the developer-friendly General Plan!

The General Plan, “...is a policy document setting forth the community’s long-term objectives, principles and expectations for future growth and development.”

We’ve had the current General Plan since 2001. What’s wrong with it? And how is the new one better?

You might think a Plan ‘update’ would start with those questions. But no!

Your sold-out (and/or ignorant) elected representatives on the City Council have put a proposal on the ballot which was written by folks they appointed, many of whom have ties to developers. They were guided in this effort by city employees who have ridden, or hope to ride the revolving door into developer jobs.

Concerned citizens with opposing viewpoints who were involved in this years-long ‘update’ effort were eventually culled from the process.

The General Plan is supposed to protect your quality of life, the quality of development, and the fiscal sustainability of Scottsdale. Yet, from the day the citizens originally approved it, developers and their rented politicians have worked tirelessly to undermine and erode its high standards.

Tens of thousands of new apartments in low-cost, high-density housing projects now line McDowell Road, Scottsdale Road, Downtown Scottsdale, the Airpark; and they continue to creep northward. It’s hard to tell the difference between Scottsdale and Tempe.

The result? Ever-increasing crime, traffic, potholes, and failures of infrastructure and services. The city council now begs at almost every election for you to tax yourself more so they can borrow money (bonds) to fix these problems.

Is this kind of development really (as they say) “Good for Scottsdale?”

If anything, the General Plan should be MORE restrictive, not less. Vote “NO” and keep our few remaining ‘rules’ for quality development and intelligent growth.

John Washington

www.ScottsdaleCitizen.com

Submitted By: John Washington, Scottsdale, AZ

NOTES

CITY OF SCOTTSDALE
CITY CLERK DEPARTMENT
3939 N. Drinkwater Blvd.
Scottsdale, Arizona 85251



Non Profit Org
U.S. POSTAGE
PAID
PHOENIX, AZ
PERMIT NO. 5514

OFFICIAL VOTING MATERIALS - ONLY ONE PAMPHLET HAS BEEN MAILED TO EACH HOUSEHOLD CONTAINING A REGISTERED VOTER. PLEASE MAKE IT AVAILABLE TO ALL REGISTERED VOTERS IN THE HOUSEHOLD.

MATERIALES OFICIALES ELECTORALES - SOLAMENTE UN FOLLETO SE HA ENVIADO A CADA DOMICILIO EN EL CUAL RESIDE UN VOTANTE REGISTRADO. FAVOR DE UTILIZARLO PARA TODOS LOS VOTANTES REGISTRADOS EN SU DOMICILIO.