

# CITY OF SCOTTSDALE

GENERAL PLAN ANNUAL REPORT JANUARY - DECEMBER 2024



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Councilmember Tom Durham
Councilmember Barry Graham
Councilmember Betty Janik
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Jim Thompson, City Manager
Greg Caton, Assistant City Manager
Bill Murphy, Assistant City Manager
Brent Stockwell, Assistant City Manager
Erin Perreault, Director, Planning + Development Services
Adam Yaron, Planning + Development Area Manager
Taylor Reynolds, Principal Planner
Nick Carroll, Planner & Report Author

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City Court
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Citizen Service

Community & Economic Development Division

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Economic Development
Planning & Development
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Business Operations
Human Services
Libraries

Parks & Recreation
Planning & Administration

Preserve WestWorld

#### **Public Safety Division**

Police Fire

#### **Public Works Division**

Capital Projects
Facilities
Fleet
Solid Waste
Street Operations
Transportation
Water Resources

Water Quality
Reclamation Services
Planning & Engineering

Technology & Administration

Water Services

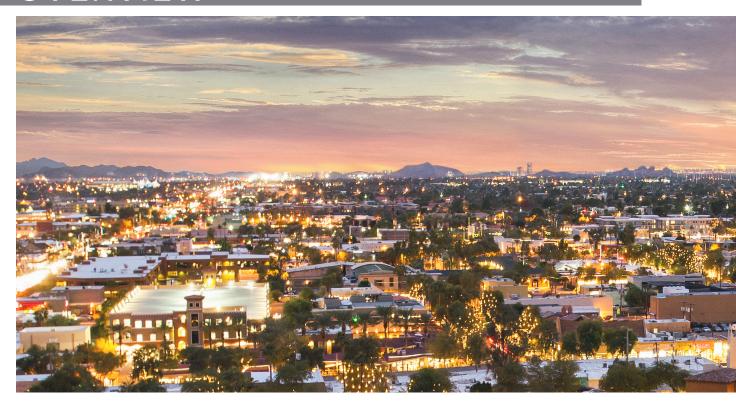
Pipeline & Treatment Agreements

Scottsdale Art Public Art

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### **OVERVIEW**



#### **PURPOSE**

The General Plan is the primary tool for guiding the future of the city. It contains community goals and policies on character and design, land use, open space and the natural environment, business and economics, community services, neighborhood vitality, transportation and growth. It shapes the physical form of the city, yet also addresses other aspects, such as human services, education, protection of desert and mountain lands, arts and culture, community health and the character of neighborhoods.

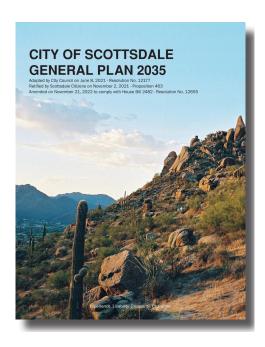
Scottsdale's General Plan 2035 has three interrelated roles:

- It is an expression of community vision, aspirations, values and goals;
- It is a decision making guide; and
- It fulfills State Statute and City Charter requirements.



#### ANNUAL REPORT — STATE STATUTE

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 Plan implementation.



The purpose of this report is to describe 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 2024.

#### **FORMAT**

This report is organized into four sections. The first section is a 2024 synopsis of accomplishments realized through the implementation of the General Plan for each of the Community Values.

#### **OUR COMMUNITY VALUES**







and Engage









The second section describes state statutes pertaining to the General Plan amendment process, Scottsdale's established amendment criteria and major and minor General Plan amendments that were considered by the Scottsdale City Council between January and December of 2024.

The third section reviews the specific implementation items that have been completed over the past year in the Southern Scottsdale, Old Town Scottsdale and Greater Airpark Character Areas.

The fourth section provides tables that detail implementation progress reporting specific to each Community Value.

Ove	erview
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## **SECTION 1 - IMPLEMENTATION**



#### **OUR COMMUNITY VALUES**

Building upon decades of planning and thousands of hours of community involvement, General Plan 2035 guides the physical development of Scottsdale and acts as a blueprint to enhance our four community aspirations — Exceptional Experience, Outstanding Livability, Community Prosperity and Distinctive Character.















Our seven Community Values are at the forefront of decision making in implementing the vision, community aspirations and goals found in the General Plan and the basis upon which inconsistencies in the General Plan are resolved.

The following Community Values are expanded upon and further defined in corresponding chapters of the General Plan:



#### Respect Character and Culture (Chapter 1 - Character & Culture)

Enhance and protect Scottsdale's unique features, neighborhood identity, character, livability, southwestern heritage and tourism through appropriate land uses and high standards for design. Create vibrant and attractive places that accommodate a variety of ages and incomes and support the arts and multicultural traditions.



#### **Conserve and Preserve the Environment (Chapter 2 - Sustainability & the Environment)**

Lead the region in the stewardship and sustainable management of the Sonoran Desert environment and conservation of natural resources and open spaces for the visual, physical and personal enrichment of everyone.



#### **Collaborate and Engage (Chapter 3 - Collaboration & Engagement)**

Promote strong, visionary leadership that is transparent, responsive and efficient; collaborates regionally; respects and honors our community values; recognizes the benefit of interactive community involvement and volunteerism; and embraces citizens as active partners in decisions that affect their neighborhoods and city.



#### Foster Well-Being (Chapter 4 - Community Well-Being)

Promote a culture of lifelong physical and mental health, safety and well-being for residents, visitors, employers and employees. Foster social connectivity across cultural and generational boundaries by cultivating a welcoming environment; respecting human dignity; and recognizing and embracing citywide and regional diversity.



#### **Connect the Community (Chapter 5 - Connectivity)**

Connect all community members within the City and to the region by striving for cost- effective, adaptable, innovative, safe and efficient mobility options. Connectivity and mobility involve more than getting people from here to there, connectivity and mobility influence the form and comfort of urban communities.



#### **Revitalize Responsibly (Chapter 6 - Revitalization)**

Vigorously evaluate the short- and long-term impacts of development and redevelopment decisions to ensure that public and private investment work collaboratively to support and maintain the unique features and local identity that make Scottsdale special, and contribute positively to the community's physical, fiscal and economic needs and high quality of life.



#### Advance Innovation and Prosperity (Chapter 7 - Innovation & Prosperity)

Embrace a diverse and innovative economy to sustain our high quality of life through a variety of businesses, health and research institutions, and educational, technological, tourism and cultural elements.

## GENERAL PLAN IMPLEMENTATION & OUR COMMUNITY VALUES

The General Plan Annual Report is intended to review the advancement and implementation of the General Plan. Implementation is the manifestation of the General Plan. Because the General Plan will be implemented over the long-term, its **Implementation Chapter (Chapter 8)** describes general next steps and includes lists of major programs to bring the General Plan to life. Major programs for implementation are categorized according to the Community Values. Items in this report that align with delineated implementation programs are identified, and their status is reiterated in the Implementation Progress Reporting section.

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 Community Value of the General Plan. However, highlighted actions and events only show up once in the report and are matched to the Community Value which they most closely align. Other Community Values that are implemented through the highlighted action are cross-referenced through the use of the corresponding colored symbols depicted on the previous page.

To further tie this document back to the General Plan, cross-references to the various General Plan elements are provided for each action. State law mandates 17 required elements in a General Plan for cities the size of Scottsdale; however, Scottsdale's General Plan 2035 includes 24 elements — a result of incorporating seven (7) additional community-created elements. Elements are organized into the seven core chapters of the General Plan which coincide with Our Community Values.

- Arts, Culture & Creative Community\*
- Bicycling
- Circulation
- Character & Design\*
- Community Involvement\*
- Cost of Development
- Conservation
- Conservation, Rehabilitation,& Redevelopment
- Energy
- Education\*
- Environmental Planning
- Economic Vitality\*

- Growth Areas
- Housing
- Healthy Community\*
- Land Use
- Neighborhood Preservation& Revitalization
- Open Space
- Public Buildings
- Public Services & Facilities
- Recreation

\* = Community-

Safety

Created Element

- Tourism\*
- Water Resources

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Implementation

## 2024 AWARDS & ACCOLADES

#### **Digital Cities Survey Award**

For the second year in a row, Scottsdale took the top spot in the Center for Digital Government's annual Digital Cities Survey, ranking No. 1 among cities with populations between 125,000 and 249,999. This national review recognizes cities that excel at leveraging technology to enhance citizen services, privacy rights, transparency and cybersecurity. Scottsdale retained the top spot because of its digital transformation leadership and several recent achievements, including the implementation of a new Al governance platform, launch of a comprehensive citywide data strategy to advance data collection, integration, analysis and more.



Members of the Information Technology team accept the #1 Digital City Nationwide Award.

#### **National Recreation and Park Association Reaccreditation**

Scottsdale Parks & Recreation was honored at the National Recreation and Park Association Annual Conference for 30 years of national reaccreditation from the National Recreation and Park Association and the Commission for Accreditation of Park and Recreation Agencies (CAPRA). CAPRA recognizes cities who meet their competitive quality in service, programming and management. As one of the five longest accredited parks and recreation agencies in the nation, this achievement highlights Scottsdale's dedication to excellence and service to the community.



Scottsdale Parks & Recreation staff pose with the CAPRA accreditation award at Scottsdale Stadium.

#### **Voice of the People Award**

Scottsdale earned the 2024 Voice of the People (VOP) Award for Excellence in Online Engagement for the second consecutive year. The VOP Awards, presented by Polco and the International City/County Management Association (ICMA), recognize local governments based on resident input and government performance. Scottsdale's online engagement tools include:

- Speak Up Scottsdale for feedback on city issues.
- Hello Scottsdale for text-based feedback.
- Social media platforms (Facebook, Instagram, X, etc.) for updates and dialogue.
- Polco for surveys and polls.

The city's public involvement team continues to innovate in engaging residents, resulting in higher participation. VOP categories also cover areas like economy, safety, and trust in government.



City Manager's Office and City Leadership pose with the Voice of the People Award.

#### Scottsdale Water Executive Director Brian Biesemeyer named "Person of the Year"

Brian Biesemeyer, who has since retired, was recognized by the Arizona Water Association and Arizona WateReuse organization for three decades of dedication and leadership in the water industry, particularly his contributions to water reuse. Under his leadership, Scottsdale Water was the first to receive an Advanced Water Purification permit in Arizona and the first to launch a Citizen Water Academy to cultivate public participation.

#### **Tree City USA**

Scottsdale proudly commemorated its 42nd year as a Tree City USA community with a tree and cactus planting ceremony at Earth Fest. Having been recognized as a national Tree City USA community since 1982, Scottsdale holds the record for the longest designation in Arizona. This honor highlights the city's commitment to growing Scottsdale's urban canopy, which is reflected in significant achievements such as the 100 trees added during the Civic Center renovation.

#### **Special Achievement in GIS Award**

The Geographic Information Systems (GIS) team was presented a Special Achievement in GIS Award by Esri for a GIS based system developed to help public safety command staff and first responders at the annual WM Phoenix Open golf tournament. With more than 1 million people in attendance each year, the city needed a system to effectively, efficiently and accurately pinpoint locations and paths to needed emergency services. The Fire and GIS departments partnered to create a comprehensive digital map to improve emergency response coordination.



GIS staff pose with the Special Achievement in GIS Award along with Esri CEO/founderJack Dangermond.

#### **Gold-Level Bicycle Friendly Community**

The city was once again recognized as a Gold-Level Bicycle Friendly Community by the League of American Bicyclists. Scottsdale is one of only 34 gold-level communities across the country—ranking among the top 10% of cities recognized by the League. This year's award extends the city's elite status for another four years. Scottsdale has been a Gold-Level community since 2011. The Transportation & Streets Department partnered with the Tourism & Events department to highlight the recognition throughout April at several Bike Month celebrations.

#### **Achievement of Excellence in Procurement**

The Purchasing Department earned the 2024 Annual Achievement of Excellence in Procurement (AEP) from the National Procurement Institute. Public entities and other non-profit organizations that earn the award excel in innovation, professionalism, productivity, e-procurement and leadership attributes of the procurement organization. Scottsdale was one of 72 cities in the country to earn the award this year and has earned this achievement of excellence 22 times in the last 25 years.

#### **Natural Resources Award from Arizona Parks and Recreation Association**

The Reata Sports Complex was recognized for its outstanding and innovative contributions to park facilities and natural resource management. The award highlighted the complex's commitment to quality service in development, maintenance, operations and environmental stewardship.

#### **Arizona Forward Crescordia Award**

Arizona Forward honored the city and the Scottsdale Civic Center with a Crescordia award in "Civic Buildings, Structures, and Landscape Design." The coveted Crescordia—a Greek term meaning "growing in harmony"—is the highest honor given in each category of its Environmental Excellence Awards program. The Civic Center remodel project was designed and built with sustainability in mind by adding planted bioswales to collect and capture stormwater, permeable pavements with underground water conveyance, targeted roof water collection at the East Bowl structure to supply existing trees with an extra boost of water, reducing turf lawn and water features and incorporating new low-water-use plants.

In addition to the Crescordia, Scottsdale Water received an Award of Distinction for water conservation communications. The department initiated an expansion of its water conservation efforts through wider funding, communication efforts, ordinance changes, new building code adoptions, incentives and educational programs.



Mayor Ortega, Councilwoman Janik, Councilwoman Whitehead and Scottsdale Water staff pose with the Crescordia Award.

#### **Certificate of Achievement for Excellence in Financial Reporting**

The city earned its 51st consecutive Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers' Association. This highest form of recognition in government accounting and financial reporting is awarded by an independent panel of peer reviewers from across the United States and Canada. Scottsdale's 2023 Annual Comprehensive Financial Report met or exceeded standards to demonstrate a constructive "spirit of full disclosure" to clearly communicate its financial story.

#### **Arizona Water Association Award**

The annual Arizona Water Association Awards recognize the most innovative and resourceful water professionals in the state as they provide superior service to their communities. Scottsdale Water received the Large Water Distribution System of the Year award thanks to the dedication and engagement of the water distribution team. With a complex distribution system including 18 pressures zones, 11,000 fire hydrants, 48,000 valves and more than 2,100 miles of piping, team members are the unsung heroes that overcome many challenges while keeping themselves safe, exceeding industry metrics and contributing to the public outreach program.

#### Awards & Accolades

#### **Outstanding Airport Award**

Scottsdale Airport earned the Outstanding Airport Award from the Federal Aviation Administration Western-Pacific Region. The award recognizes airports that excel in various aspects of management and development. Scottsdale was lauded for its dedication to operational excellence and innovation, safety and community engagement in completing substantial improvement and construction projects. Approximately 171,675 takeoffs and landings occurred at Scottsdale Airport in 2023, making it one of the busiest single-runway general aviation airports in the state.

#### **Livable Communities Award**

Scottsdale received the Maricopa Association of Governments' Livable Communities Award at the 37th Annual Valley Metro Champions for Clean Air awards luncheon. The award recognizes cities that make a special effort to improve transit, bicycle and pedestrian facilities. Scottsdale's submittal highlighted its 847-mile network of biking, walking, and equestrian trails, as well as the fare-free trolley system that connects to Valley-wide transit services. The award submission also included information about city-sponsored events that promote Scottsdale's active and sustainable environment. In addition, Greg Davies, Senior Transportation Planner, was a finalist for the Commuter Icon Award in the bicycle commuter category. Davies commutes 24 miles round trip to work, regardless of rain or temperatures exceeding 100 degrees.

#### **Cigna Healthcare Recognition**

Cigna Heathcare published an article highlighting the work of the city's health and wellness team titled "How the city of Scottsdale built a world-class culture of employee health and wellness." The article recognizes the ways the city has built this award-winning culture:

- Data-driven campaigns like the annual incentive program aimed at establishing preventive health habits
- Removing barriers to care with onsite preventive screenings and mental health counseling
- A tailored approach to healthcare for firefighters, who have increased health risks due to their jobs

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Awards & Accolades

## RESPECT CHARACTER & CULTURE





Hashknife Pony Express riders arrive in Old Town.

Scottsdale is first and foremost a residential community and southwest tourist destination. Scottsdale also features a variety of land uses that contribute to a diverse economy, unique community character and a national reputation for quality and livability. Scottsdale residents and visitors place extraordinary value on the diverse character types and unique design qualities that, when grouped together, complete the Scottsdale mosaic. The "Respect Character and Culture" Community Value is expressed and implemented through the Character & Culture Chapter of the General Plan, which emphasizes the community's continued commitment to quality design, authentic arts and culture and the protection of Scottsdale's special places.

#### **ELEMENTS IN THIS CHAPTER:**

- Character & Design
- Land Use (General Plan Amendment Criteria)
- Arts, Culture & Creative Community

This section of the report highlights actions and events that occurred in 2024 to implement the Community Value, Respect Character and Culture.

#### Scottsdale Public Art 2024 Accomplishments 🕹

Scottsdale Public Art focuses on commissioning and maintaining large-scale permanent and temporary public art, curating exhibitions at the Scottsdale Civic Center Library, displaying portable works and implementing numerous public art events throughout the year, including Canal Convergence. In 2024, Scottsdale Public Art accomplished:

- 29 simultaneous permanent art projects (13 public and 16 private developments)
- 4 new permanent public art projects completed
- 4 temporary public art projects, 4 exhibitions and one major event (Cycle the Arts)
- 6 pieces of public art conserved and restored
- 70+ artist collaborations

[Arts, Culture & Creative Community Element]

#### New Permanent Public Art Projects 🤳

Scottsdale Public Art completed four permanent public art projects in 2024, each reflecting the city's commitment to integrating art into public spaces.

Polygon Plaza, designed by Tucson-based artist Troy Neiman for the Reata Sports Complex, celebrates the geometry of the classic soccer ball. This sculpture, inspired by the truncated icosahedron, symbolizes the convergence of mathematics, sports and community, making it a fitting tribute to Scottsdale's growing demand for multiuse sports fields.



TRI-HEX-CIRC, a towering 50-foot steel sculpture by internationally renowned artist Phillip K. Smith III, transforms from a circle to a hexagon to a triangle as it rises, engaging with the desert light and sky. Located at the Raintree Drive and Hayden Road roundabout, the piece highlights the interplay of geometry, light and the natural landscape.



#### Respect Character & Culture

Breakaway, by Barbara Grygutis, transforms a functional space (Drinkwater Boulevard underpass) into a vibrant gateway to Scottsdale Civic Center. This 300-foot installation features turquoise-painted walls and cast-aluminum bas-relief rope sculptures, celebrating Scottsdale's equestrian heritage and rodeo traditions while symbolizing unity, tradition and progress.



Potentilla, by Mary Bates Neubauer, enhances Ashler Hills Neighborhood Park with five intricate steel panels inspired by the radial symmetry of the Arizona Cinquefoil. These panels, integrated into the park's shade canopies, evoke a connection to Scottsdale's natural beauty and community recreation spaces.



Together, these projects exemplify Scottsdale's dedication to art that enriches public spaces and resonates with its cultural and natural identity.

[Arts, Culture & Creative Community Element]

#### **Events, Exhibitions and Temporary Projects**

Scottsdale Public Art managed a dynamic array of temporary public art projects and community engagement initiatives. This included four temporary public art installations, four exhibitions, and the Cycle the Arts, which brought together the community to explore Scottsdale's art and culture through a unique, interactive experience. These projects underscored a dedication to making art accessible and engaging for all.

Scottsdale Public Art's 2024 exhibitions showcased diverse artistic perspectives and themes, highlighting the creativity of local artists. Janet Towbin's *Meditative Mindscapes* invited viewers to explore the transformative power of art through intricate drawings, collages, and prints that reflected her creative meditations. *Stick Together*, a juried group exhibition curated by Airi and Riho Katsuta, celebrated the value of community through innovative collages made from unconventional materials, emphasizing unity and shared experiences. *Flirting with the Desert* by Koryn Woodward Wasson captured the vibrant energy of Arizona's desert flora and fauna in bright watercolors, intertwining themes of love, grief, and the beauty of life. Finally, *COLORLOVE*, co-curated by Lex Gjurasic, celebrated the psychological and cultural significance of color, showcasing works that explored its emotional and symbolic impact.

[Arts, Culture & Creative Community Element]

#### Conservation and Restoration Projects 🤳

In addition to regular maintenance of the public art collections, conservation and restoration remained a vital part of the mission in 2024, as work was completed on six public art pieces: Watermark, Horseshoe Falls, Cactus Mirage, The Path Most Traveled, Diamond Bloom, and Pinball Wizard.

Diamond Bloom by Curtis Pittman was removed from the site of Western Spirit: Scottsdale's' Museum of the West in anticipation of the museum's expansion. It is being held in city-secured storage at the South Corp Yard, and Scottsdale Public Art will work with the city to re-site it nearby.



Restoration of Norie Sato's project Cactus Mirage at McDowell Mountain Ranch Aquatic Center was completed in June. Structural connection repairs were completed in cooperation with the city, and the artwork was fully disassembled to replace the acrylic panels.



These efforts ensure the long-term preservation of Scottsdale's cherished public art collection for future generations to enjoy.

[Arts, Culture & Creative Community Element]

#### Respect Character & Culture

#### Cycle the Arts 🛂 💒 🖴

Scottsdale partners with Scottsdale Public Arts and Valley Metro each year for Cycle the Arts, a guided bike tour of public art throughout the city. On Sunday, April 21, Cycle the Arts featured 13 art installations at 10 stops. The 8-mile route included Old Town, the Arizona Canal Path and Indian Bend Wash Path. Participants received t-shirts and stickers designed by local artist Yazmin Acosta, breakfast snacks and a pocket guide to Scottsdale's public art collection. There were approximately 70 riders and 20 volunteers.

[Arts, Culture & Creative Community, Bicycling, Healthy Community Elements]









#### Scottsdale's Founders Day 🤳

Scottsdale commemorated the 187th birthday of Winfield Scott on February 26, 2024 as Founders Day. More than 100 people celebrated at the Little Red Schoolhouse with an event featuring stories, poems and history shared by State Historian Marshall Trimble and Community Historian Joan Fudala and a special appearance by "Winfield Scott" himself played by Citizen Advisor Bruce Wall. Mayor Ortega presented the Founders Day Proclamation to the Daughters of the American Revolution - Winfield Scott Chapter.

[Arts, Culture & Creative Community Elements]

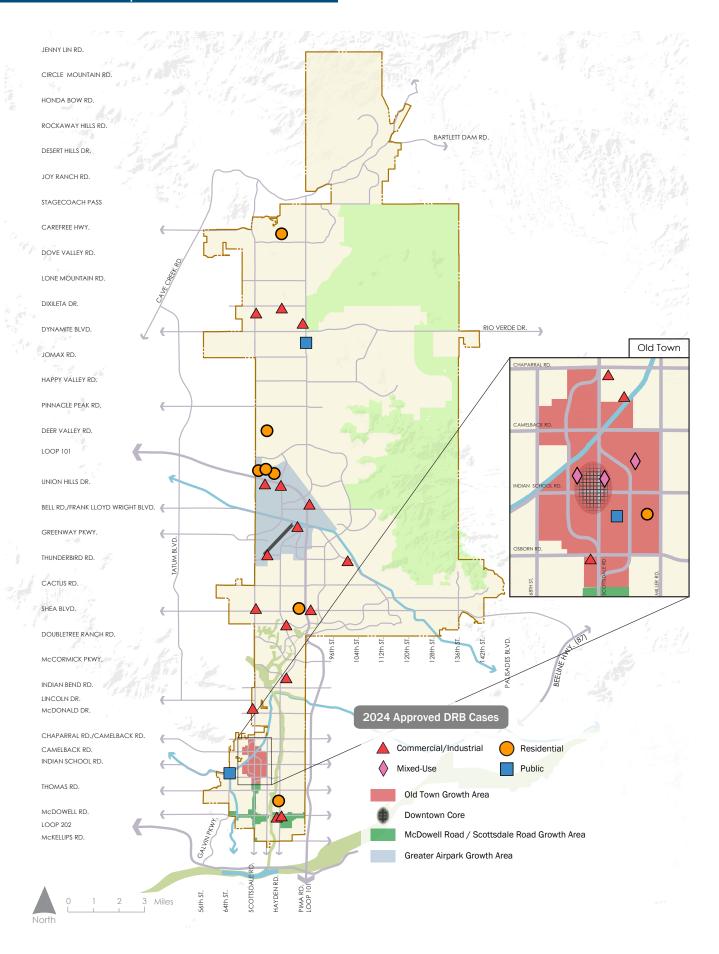
#### Development Review Board 🚨 🚵 🦓 🎢

The purpose of the Development Review Board (DRB) is to maintain Scottsdale's high quality character and design by reviewing the architectural design and layout of proposed development. The DRB reviewed many different types of projects in 2024 and approved several that included renovation and expansion of existing developments, mixed-use development and infill projects on parcels that had been vacant, including the following depicted on the Approved DRB Cases Map (page 24):

- Commercial / Industrial Developments Mountain View Shopping Center Exterior Remodel (22-DR-2023), Mack Innovation Park Scottsdale North Phase (49-DR-2022#2), Scottsdale & Osborn Residential Health Care Facility (15-DR-2023), Scottsdale First Assembly Dream Center Building Expansion (36-DR-2003#4), Taco Bell (5-DR-2018), Desert Foothills Lutheran Church (8-DR-2022), Take 5 (23-DR-2023), AutoNation Ford Renovation (32-DR-2022), Headwaters Residential Healthcare Facility (9-DR-2023), IL Bracco (39-DR-2022), One Scottsdale PU III, QuikTrip and Conceptual Master Site Plan update (61-DR-2015#6), Vargo Quarter Horses (VQHS) (21-DR-2002#2), Hawaiian Bros (30-DR-2023), Banner Health Medical Office Building (6-DR-2024), Paseo Village Gas Station (14-DR-2023), ASM Scottsdale (3-DR-2024), Skyport Hangars at Redfield (7-DR-2024), The Scott Resort Expansion (4-DR-2024), HTeaO Scottsdale (5-DR-2024)
- Mixed-Use Developments Paris Baguette on 6th Ave (22-DR-2024), Winfield Hotel & Residences (15-DR-2018#2), Marshall Living (46-DR-2022#2)
- Residential Developments Legacy North Apartments at Crossroads (18-DR-2023), Scottsdale Townhomes (aka Deer Valley Townhomes) (43-DR-2019#2), Ames Ranch (2-PP-2023), 38 Oaks (6-PP-2021#2), Estates on Hayden (10-PP-2019#2), One Scottsdale PU II Atavia (30-DR-2021#5), 1st Street Townhomes (33-DR-2023), Toll at Cavasson (21-DR-2024)
- Public Art, Infrastructure or Facilities Scottsdale Road Improvements Jomax Road to Dixileta Drive (1-DR-2024), Scottsdale 5th Ave Apartments Mural (34-DR-2023), SMoCA/Scottsdale Public Art Temporary Artwork (17-DR-2024)

[Character & Design, Community Involvement, Housing, Neighborhood Preservation & Revitalization, Conservation, Rehabilitation, & Redevelopment, Growth Areas, Cost of Development, Public Buildings, Economic Vitality Elements; Implementation Program]

#### Respect Character & Culture



#### **Architectural renderings from DRB applications:**



Banner Health Medical Office Building (6-DR-2024)



ASM Scottsdale (3-DR-2024)



Scottsdale & Osborn Residential Health Care Facility (15-DR-2023)



Paris Baguette on 6th Avenue (22-DR-2024)



IL Bracco (39-DR-2022)



Headwaters Residential Healthcare Facility (9-DR-2023)

#### Planning Commission 🛂 🚵 📸 🎕 📹

The Planning Commission reviewed and made recommendations to the City Council on 48 occasions concerning or relating to General Plan amendments, zoning district map amendments, zoning ordinance text amendments, conditional use permits and abandonments in 2024. The Commission also reviewed and discussed the Environmentally Sensitive Lands Overlay, updates to the Old Town Character Area Plan and the repeal of the Downtown Infill Incentive District and Plan. Sixteen meetings were held, and 30 public comments were received. (See zoning actions and General Plan amendments on pages 72-76)

[Character & Design, Community Involvement, Housing, Neighborhood Preservation & Revitalization, Conservation, Rehabilitation, & Redevelopment, Growth Areas, Cost of Development, Public Buildings, Economic Vitality Elements; Implementation Program]

## CONSERVE & PRESERVE THE ENVIRONMENT 🛶





Scottsdale recognizes that economic growth, environmental stewardship, the provision of open space and fiscal responsibility are interrelated and mutually achievable goals. The community's distinctive natural and environmental features contribute significantly to quality of life and economic vitality. To preserve Scottsdale as a highly livable city that is environmentally and economically healthy, Scottsdale proactively seeks creative solutions to environmental challenges. The "Conserve and Preserve the Environment" Community Value is expressed and implemented through the Sustainability and Environment Chapter of the General Plan and fosters the planning for, and implementation of, comprehensive, integrated, sustainable strategies that enhance the City of Scottsdale.

#### **ELEMENTS IN THIS CHAPTER:**

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

This section of the report highlights actions and events that occurred in 2024 to implement the Community Value, Conserve and Preserve the Environment.

#### Heat Mitigation 🚨 📲 🤮 🏜

The Office of Environmental Initiatives (OEI) continued heat mitigation planning throughout 2024 with a focus on a new Shade and Tree Plan and public outreach in southern Scottsdale.

- The Shade and Tree Plan, slated to be completed in 2025, will offer practical solutions to create more heat-resiliency. It will use a modular toolkit approach to expand the critical framework of structured shade and trees supported by stormwater harvesting infrastructure techniques.
- With funding through the Community Development Block Grant program, staff from Human Services, Environmental Initiatives, City Manager's Office and Housing and Community Assistance conducted public outreach regarding extreme heat in southern Scottsdale. The collaborative "¡Qué Calor!" program documented deep-dive conversations with community members to identify their concerns about extreme heat and potential solutions. The conversations focused on participants' lived experiences during the record-breaking heat of 2023, strategies for managing resources and mobility in the upcoming summer and envisioning solutions for a cooler future. Information about cooling centers and other summer resources were shared, and city staff from Parks & Recreation and Transportation & Streets attended.

[Environmental Planning, Community Involvement, Healthy Community, Land Use Elements; Implementation Program]







The Shade and Tree Plan will address both structured shade and trees.

#### Sustainable Scottsdale Awards 🔌 🦀 📸

In 2024, the city relaunched the Sustainable Scottsdale Awards program to celebrate environmental contributions and advancements that positively impact the Scottsdale community. Award-winning entries highlight leadership in sustainable practices, innovative approaches to tackling environmental challenges, tangible and quantifiable improvements in sustainability and forward-thinking strategies in environmental stewardship. The 2024 award winner, R.City, has been collecting food waste from Scottsdale residents and businesses for 10 years and has diverted millions of pounds of food waste from landfills to be used in local farming. They collect food waste from residents and businesses to produce compost on their farm, which means they can grow produce without the use of chemicals or pesticides.

[Conservation, Environmental Planning, Community Involvement, Healthy Community Elements]



Mayor Ortega recognizes R.City, winner of the 2024 Sustainable Scottsdale Award.

#### Green Building Program 🎜 📲 🚳

The International Energy Construction Code (IECC) and the International Green Construction Code (IgCC) 2021 codes continued to be applied as a part of the city plan review, permit and inspection process. As a result, over 31 new commercial buildings, 472 tenant improvement projects and 929 multifamily residential units were approved for compliance with the IECCC and IgCC. In addition, 390 new single-family homes and 619 remodels/additions utilized such measures in 2024, including solar ready zones, solar PV installations, EV charging infrastructure, heat island mitigation, low-emission building finishes, high efficiency plumbing fixtures, tight building thermal envelopes and fresh air intake. Since 2005, seventeen city buildings have been certified by the US Green Building Council, including four at the top platinum level.

[Environmental Planning, Energy, Cost of Development, Housing, Land Use Elements]

#### Energy Efficiency 💐 🕹 🍱

The pace of solar permit activity in 2024 slowed down from 840 solar permits in 2023 to 612 solar installations in 2024. Since 2002, 9,648 solar electric (photovoltaic) and hot water systems have been installed primarily on single-family home roof tops. This represents 12% of Scottsdale owner-occupied homes (78,480 owner-occupied housing).

[Conservation, Energy, Environmental Planning, Community Involvement, Healthy Community; Implementation Program]

#### Hazardous Materials Compliance Program & Planning 4444

The Office of Environmental Initiatives coordinates compliance among all workgroups that purchase, use and store hazardous materials on an as needed basis. Staff monitors facilities, maintains standard operating procedures and assists field operations with waste minimization and pollution prevention measures. Staff also arranges for the proper disposal of any hazardous materials generated by city operations.

[Environmental Planning, Healthy Community, Safety Elements; Implementation Program]

#### Water Supply 🔩

In 2024, Scottsdale provided safe, reliable drinking water to more than 94,000 accounts by maintaining and operating more than 2,100 miles of water lines, two surface water treatment plants, five groundwater treatment facilities, 43 reservoirs, 27 active groundwater wells (21 in 2023), more than 11,600 fire hydrants, and thousands of valves, pump and booster stations and other equipment that make up the drinking water distribution system.

[Water Resources Element; Implementation Program]

#### Watershed Health and Stewardship 🔩

On October 22, 2024, City Council approved a renewed agreement with the National Forest Foundation. The renewed agreement will continue the collaboration with partners through the Northern Arizona Forest Fund (NAFF) on forest and watershed health within the Kaibab, Coconino, Apache-Sitgreaves and Tonto National Forests located in Northern Arizona which produce the runoff that feeds the Salt and Verde Rivers—a critical water supply for the Valley. The projects that are sponsored by the NAFF are high priority restoration projects that include: Forest Thinning and Prescribed Burning, Stream and Wetland Restoration, Sediment and Erosion Management, and Habitat Improvement and Re-vegetation.

[Water Resources Element; Implementation Program]



The NAFF Little Green Valley Fen project in the Salt River Watershed aims to restore 80 acres of habitat and runoff that contributes to streamflow.

#### Water Reclamation 🔩

In 2024, Scottsdale provided sewer services to over 84,000 accounts and was responsible for the operation and maintenance of more than 1,500 miles of sewer mains, 36,000 sewer manholes, 35 sewer lift stations, two water reclamation facilities and the only advanced water treatment facility in Arizona. Scottsdale recycles all of its collected and treated wastewater, recognizing this recycled water as an essential element of our strategy to ensure a sustainable water supply for the future.

[Water Resources Element; Implementation Program]



The sun sets over Scottsdale's Advanced Water Treatment Facility.

#### Water Quality 📲

The Water Quality Laboratory performed more than 13,000 tests on drinking water and exceeded all EPA water quality requirements. Scottsdale Water has an in-house laboratory that performs testing above and beyond what is required by regulation to ensure the water is safe to drink. The Water Quality Department continues to evaluate new and proposed regulations, thereby keeping Scottsdale ahead of these requirements.

[Water Resources Element; Implementation Program]

#### Infrastructure Improvement Plan and Integrated Water Resources Master Plan 💐

- Updates to the Infrastructure Improvement Plan (IIP) were initiated in 2024 and are slated to go before City Council in 2025 for potential adoption.
- The Integrated Water Resources Master Plan (IWRMP) was last updated in 2021 and will go out for public solicitation in the second quarter of 2025. The anticipated completion of the updated IWRMP is 2026: The target for revisions and update approximately every five years is on-track.

[Water Resources Element; Implementation Program]

#### Water Conservation 🔩

#### ■ Grass to Desert Adaptive Landscape Rebate Incentive Program

In 2024, the grass conversion rebate funded 433,000 square feet of grass removal. The grass-to-low-water-use conservation rebate was the highest used of all the rebate incentive programs the city has to offer. With an average water savings of approximately 50 gallons per square foot of grass removed, the water savings equate to over 21 million gallons.

#### Outdoor Efficiency Checks

The Outdoor Water Efficiency Check (OWEC) program is an important component in the effort to create opportunities for residents to find water efficiencies in their home and thereby save water. Staff walk properties with residents to read water meters, review irrigation clock programming and provide tips to promote irrigation efficiency. Participation in 2024 was 386 checks (375 in 2023). The estimated water savings per check is 52,000 gallons per home or almost 20 million gallons.



OWEC staff visits with a resident.

#### Workshops & Tours

Water Conservation offered six free workshops and three Scottsdale Xeriscape Garden tours to 185 public attendees. The youth education presenter met with 17 classes (365 students, 2nd through 6th grade) to conduct interactive learning activities, including Dam Building, the Water Cycle, H20 Olympics and The Thunderstorm and Globe Toss.

#### Advanced Meter Technology

Additional water conservation efforts took place with continuous improvements to Scottsdale's Smart Meter technology. Over 61,000 meters (50,000 in 2023) are now equipped with AMI (Advanced Metering Infrastructure) technology across the service area. Efforts to promote the free online VX Smart Portal (also referred to as the 'WaterSmart Portal') took place in the form of mailings to customers, promotional banners on Scottsdale's web pages and social media outreach. This year's results include:

- 3,579 new users registered for VX Smart (12,685 total registered accounts, 13%)
- 5,017 leak alerts sent to registered users, resulting in savings of approximately 20.7 million gallons

[Water Resources Element; Implementation Program]

#### Landfill Diversion <a href="#">&</a>

In 2024, the City of Scottsdale successfully maintained a 27% landfill diversion rate through innovative and targeted waste management initiatives. A key achievement was the diversion of over 105 tons of household hazardous waste from landfills, accomplished through expanded curbside pickup services. This program not only ensures environmentally conscious disposal methods but also proactively prevents truck fires caused by improperly discarded hazardous materials, safeguarding both staff and equipment. Complementing these efforts, Scottsdale continued its popular electronics recycling events, which diverted over 65 tons of e-waste, and strengthened its residential recycling program to educate and engage the community in sustainable practices. These initiatives underscore the city's commitment to landfill diversion and environmental stewardship.

[Conservation, Public Services & Facilities Elements]

#### Ecological Resource Plan for the Scottsdale McDowell Sonoran Preserve

In December 2024, City Council approved the Ecological Resource Plan (ERP) for the McDowell Sonoran Preserve. The ERP establishes a science-based approach to understanding key indicator species within the Preserve and will guide the long-term protection of ecological resources. An indicator species is a species of plant or animal whose status reflects or predicts the overall condition of the environment in which it resides. Information gathered about the indicator species will provide valuable insight into adaptive management strategies to promote the Preserve's ecological health, biodiversity and sustainability.

[Conservation Element]

#### Brown's Ranch Interpretive Trail in the Scottsdale McDowell Sonoran Preserve 📲 🎢

In October 2024, the City of Scottsdale celebrated the opening of the Brown's Ranch Interpretive Trail in the northern region of the Scottsdale McDowell Sonoran Preserve. The trail is a 0.3 mile loop trail with 20 sign stops. The interpretive signage educates the public about the 9,000-year human presence in the area and the rich history of cattle ranching in the region. The trail is located within the historic site of the Brown's Ranch headquarters, which was a large ranching operation from the early 1900s through the 1970s. The new Brown's Ranch Interpretive Trail achieves several significant goals of the Scottsdale McDowell Sonoran Preserve, including protecting archeological and historic resources and public education.

[Conservation, Character & Design, Tourism Elements]



Educational signage is an important component of the new Brown's Ranch Interpretive Trail.

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Conserve & Preserve the Environment

## COLLABORATE & ENGAGE





Scottsdale aims to continue as a leader in regional and citywide collaboration efforts, as well as, open, fair, accessible, and responsive government processes. As a community, Scottsdale will consider new ways to promote citizen involvement and engage the diverse perspectives found within our community. The "Collaborate and Engage" Community Value is expressed and implemented through the Collaboration & Engagement Chapter of the General Plan and seeks to reach beyond the minimum standards for citizen involvement and adapt to the community's growing and changing population. As such, Scottsdale will:

- Make informed decisions and arrive at creative solutions through deliberation, dialogue, and thoughtful, respectful discussion and collaboration; and
- Involve residents, businesses, organizations, institutions, and government in constructive dialogue, which is the cornerstone of successful planning, decision making, and community building.

#### **ELEMENTS IN THIS CHAPTER:**

Community Involvement

This section of the report highlights actions and events that occurred in 2024 to implement the Community Value, Collaborate & Engage.

#### Scottsdale Government 101 Citizen Academy 🚣

The Scottsdale Government 101 Citizen Academy Class of 2024 graduated 30 members. The Citizens Academy fosters a community of informed and engaged citizens and is designed to equip participants with the knowledge and skills to actively participate in the democratic process, understand local governance and make a positive impact on the community. The carefully curated curriculum covers a wide range of topics, from understanding the fundamentals of local government to exploring the intricacies of public policy. Participants learn from city leaders and department heads and engage with them in an intimate setting. Participants engage in dynamic and interactive learning experiences, group discussions, case studies and hands-on activities to enhance their understanding of the inner workings of the city. Topics and guests include:

- An overview of Scottsdale local government
- A city driving tour
- Public Works
- Community Services
- Planning and Development Services, Economic
   Development, Tourism and Events and Transportation
- Police, City Court& City Judge

- Scottsdale Water
- Mayor's office, City Clerk's office & City Attorney's office
- City Manager
- City Treasurer, Budget,
   Finance, Auditor &
   Information Technology
- Fire and Emergency Services



Scottsdale 101 provides a platform for networking, collaboration and exchange of ideas, creating a supportive community of empowered citizens. The academy prepares participants to apply their newfound knowledge through practical application, providing the opportunity to work on projects that directly benefit the community. Two special assignments are required as part of the curriculum. The academy is open to Scottsdale residents, business owners and City of Scottsdale employees.

[Community Involvement Element; Implementation Program]

#### Neighborhood College 🔬 🎕

Neighborhood College provides residents, neighborhood groups and homeowners associations with the information, resources and tools needed to become effective neighborhood leaders. During 2024, 21 Neighborhood College classes were held in person with 703 residents attending (a 10% increase over the previous year), including the HOA/Condo series, Good Neighbor series and Stories of Scottsdale History series.

[Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]

#### Online and Public Engagement 44 6

To adapt and sustain citizen engagement in the digital world, Scottsdale has implemented a comprehensive and multi-channel approach, utilizing various platforms and tools. Social media platforms such as Facebook, X and Instagram have been instrumental in establishing a robust online presence and connecting with residents. The city has achieved significant reach and engagement, with over 77,111 interactions recorded on general city channels, public safety channels and various department channels during the last fiscal year. To ensure transparency and compliance, the city utilizes ArchiveSocial for storing social media communication records.

In addition to social media, the city has effectively utilized email marketing. Through targeted campaigns, the city increased its audience of members using Polco, a platform for citizen feedback, to over 6,300 subscribers. This has resulted in valuable insights and feedback from citizens through nine different surveys conducted in the last fiscal year. City emails have also demonstrated exceptional performance, with an open rate exceeding the industry standard at over 45-50%.

Embracing the resurgence of QR codes, the city has incorporated them into various initiatives. QR codes featured on water conservation postcard mailings, event flyers, posters and even baseball stadium jumbotrons have attracted an additional 6,286 clicks to the city website in the past year. The interactive QR code campaign to promote our location-based SMS feedback tool, "Hello Scottsdale," has facilitated over 160 conversations with citizens regarding dog parks, city parks, events and general input. "Hello Scottsdale" provides a unique avenue for questions and opinions, meeting residents where they are and in the moment they are likely to want to provide feedback.

As part of the city's commitment to innovation, the Community Involvement team has introduced both new and revised engagement platforms. "Speak Up Scottsdale", which was relaunched in July under a new platform, has attracted over 100 community members, facilitating dialogue and collaboration. Additionally, the Short-Term Rental information portal has seen consistent growth in its user base, with plans to incorporate a chatbot feature in the near future. The success of the Scottsdale EZ "report a problem" portal is demonstrated by an average of 6,000 monthly requests from approximately 2,400 individual customers.

[Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]

#### Getting Arizona Involved in Neighborhoods (GAIN) 4



GAIN unites neighbors at block party events to promote safer communities. In 2024, 37 neighborhood groups participated in GAIN throughout the City of Scottsdale. City departments visited various gatherings along with the Mayor, City Council members and various board and commission members. This annual effort is an opportunity to hear from Scottsdale neighbors and provide education on city programs and services.



[Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]

# Neighborhood Watch &

Neighborhood Watch is represented by citizens and police working in partnership to reduce crimes and improve the quality of life in neighborhoods. By having a cohesive body of concerned citizens addressing issues related to the entire community, Neighborhood Watch programs can instill a greater sense of security and well-being, reduce the fear of crime and create a "sense of community" by putting the "neighbor" back in neighborhood. In 2024, there were 151 active Neighborhood Watch groups with 321 captains/co-captains.

[Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]

# Adopt-a-Road Program & \*\*

The Adopt-a-Road program held a cleanup on October 26, 2024. Eighty-one volunteer groups participated in the fall citywide cleanup to recognize National Make A Difference Day. Over 155 miles of roadway were cleaned by 526 people who removed more than two tons of trash during the event. The spring 2024 event had a record 87 volunteer groups with 533 volunteers cleaning 160 miles of roadway. This was a 7% increase in volunteer groups over the spring 2023 event. [Community Involvement, Environmental Planning, Neighborhood Preservation & Revitalization Elements; Implementation Program]



Adopt-a-Road volunteers celebrate a successful cleanup.

# Scottsdale Mayor's Youth Council &

The Scottsdale Mayor's Youth Council provides Scottsdale high school youth the opportunity to learn about how local government works and how services are provided. Participants are able to share their thoughts and ideas with city staff and elected officials. Thirty-five students participated in 2024 with a focus on life skills and personal development in preparation for the future.

[Community Involvement, Healthy Community, Education Elements]

# Collaborate & Engage

#### 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 2024, more than 4,600 citizens contributed 126,047 hours volunteering with the city to enhance services to citizens and visitors in Scottsdale, a contribution valued at just over \$4 million, or the equivalent of 60 full time employees. This is an 18% increase in number of volunteers and a nearly 6% increase in volunteer hours from the previous year. Included in the number of volunteers are the more than 160 residents who volunteer with the city's boards, commissions and task forces.

The citywide volunteer program provides opportunities for the community to volunteer in a wide range of services and program areas, including the McDowell Sonoran Preserve, the Scottsdale Public Library, the Police and Fire Departments, the Food Bank, the Old Town Ambassadors, and the Adopt a Road program.

Each year, the city recognizes one volunteer or volunteer team for their significant contribution to the community with the William P. Schrader Volunteer Impact Award. In 2024, the recipient of this award was Gil Gifford. Gil has been a vital contributor to the Granite Reef Senior Center since it opened in 2006. A friend and a source of support to everyone, his gregarious personality is indispensable to the center. He is a group discussion leader and a driving force behind the annual senior talent show, which he has emceed for the past fourteen years. His contributions to the community extend beyond the senior center through his support of the Rotary, of military veterans and as an announcer for the annual Parada del Sol.

[Community Involvement, Healthy Community, Neighborhood Preservation & Revitalization Elements]



Gil Gifford poses with his award and his wife, Kathy.

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Collaborate & Engage

# FOSTER WELL-BEING





The strength of the community relies on the well-being of all of its members. A healthy, livable community provides both necessary physical and social infrastructure. Physical features, such as walkability, good quality housing and health care systems, and access to open space and recreation facilities can encourage people to make healthier choices, but community well-being relies on more than just a city's physical form. Health and human services, faith-based resources, non-profit partnerships, and social relationships are equally important and collectively help people achieve their basic needs and reach their full potential. The "Foster Well-Being" Community Value is expressed and implemented through the Community Well-Being Chapter of the General Plan and represents Scottsdale's continuous efforts to enhance community health, safety, and vitality through, not only improvement of physical assets, but also, the community's social and health conditions.

#### **ELEMENTS IN THIS CHAPTER:**

- Healthy Community
- Housing
- Recreation
- Safety

This section of the report highlights actions and events that occurred in 2024 to implement the Community Value, Foster Well Being.

#### Human Services Strategic Planning 🐸

In May of 2024, Human Services started work on a 2025-2028 strategic plan. The department plays a crucial role in assisting the community with self-sufficiency, social services, behavioral support, recreation diversion programs and reasonable accommodations for people with disabilities and/or low to moderate income. Significant community outreach was completed and included the following:

- A community questionnaire that garnered 1,645 on-line responses
- 18 in-person focus groups in October 2024 and November 2024
- Four in-person facilitated input sessions with Human Service employees

[Community Involvement, Healthy Community, Housing, Education Elements; Implementation Program]

#### Senior Center Services 🐸

Scottsdale Senior Centers serve Scottsdale's largest age demographic—the aging community. Seniors visit for a variety of reasons: to attend social groups, play cards, use the fitness centers, participate in special events and recreation classes, and enjoy meal programs. They are also able to find social services support and connections to resources through Scottsdale Senior Services case management teams. Four full-time case workers average 10-20 clients per week. Fee-based recreation classes are offered through the Parks and Recreation's Leisure Education Programs.

- Granite Reef Senior Center average monthly attendance: 6,000
  - 2024 recreation classes attendance: 1,465
- Via Linda Senior Center average monthly attendance: 4,725
  - 2024 recreation classes attendance: 4,729
- Monthly special events are offered for seniors and their loved ones, with attendance ranging from 100 (Mother's Day and Father's Day BBQ) to 1,700+ people (Senior Expo, Arts and Crafts Fair and the Entertainment Extravaganza).
- Senior Centers are at the heart of the Dementia Friendly City initiative which distinguishes Scottsdale as a city that is informed, safe and respectful of individuals with dementia and offers support to those with dementia and their caretakers.

[Community Involvement, Healthy Community, Housing, Education Elements; Implementation Program]



Scottsdale Senior Centers offer group activities, recreation classes, meal programs and more.

#### Vista del Camino Social Services and Recreation Programming 🐸

- Community Action Program (CAP) Vista del Camino serves as the social service hub for Scottsdale residents and is home to the Community Action Program (CAP) office that assists eligible Scottsdale residents with rent and utility assistance. In 2024, 665 Scottsdale households were provided rent and utility assistance that helped to avoid eviction (247 rent, 418 utility).
- Food Bank Scottsdale's food bank is located at Vista del Camino and provides food boxes with non-perishable and fresh food items to supplement the food budget of households that have food insecurities. In 2024, the food bank served an average of 100 Scottsdale households per week.
  - In 2025, the food bank will be expanding to the McKellips Warehouse location at 7601 East McKellips Road to offer a safer, more efficient process for Scottsdale residents who are food insecure. All Human Services facilities will continue to serve as satellite access to emergency food.
- Recreation Programming In 2024, Vista del Camino staff renewed recreation programming to meet the needs and requests of the Yaqui and south Scottsdale communities. Attendance at each bi-monthly, multigenerational program in 2024 averaged 70 people.

[Community Involvement, Healthy Community, Housing, Education Elements; Implementation Program]

# Human Services Homelessness and Homelessness Prevention Programs 🐸

- **Bridge Housing | Homelessness Prevention Program** The city has partnered with a local hotel to provide temporary and transitional housing to Scottsdale residents who meet specific eligibility requirements:
  - Seniors 62 and older
  - Single parents with minor children
  - Last residential address must be a Scottsdale address within the last six months
  - Participants must be able to complete activities of daily living tasks on their own.
  - Any persons who are struggling from a substance abuse disability, are chronically homeless, are not a legal resident or are from "The Zone" are not eligible for the Scottsdale Bridge Housing Program.
  - There are currently five rooms at a hotel being used for temporary housing. Participants of the program are provided case management services to guide them to a more stable living environment. Program participants are assisted with getting documents, applying for long term shelter, connecting to employment assistance programs and other services that will help find safe and stable housing.

# Foster Well-Being

- Since the start of the program in October 2022 up to December 2024, 180 clients have been served with an 86% success rate, meaning that the qualified person/family transitioned from bridge housing to a temporary or permanent housing solution.
- The Bridge Housing Program is funded through an Arizona Department of Housing (ADOH) grant and will end in May of 2025.
- Day Relief Programming In partnership with Community House (a local faith-based non-profit), the city provides a Day Relief Center at Vista del Camino where people experiencing homelessness can go to get respite from the weather, charge their phones, receive a meal, shower and seek help with navigation services provided through a contract with Community Bridges Inc. (CBI), which is funded by a Maricopa County grant.
  - On average, there are 93 people (duplicated) that attend Day Relief programs between the city and Community House weekly.
- General Outreach and Navigation In addition to the navigation services provided by CBI, a City of Scottsdale case worker and navigators from Phoenix Rescue Mission (PRM) provide outreach and navigation services at the Day Relief Centers, Community Intervention Court, and other areas of Scottsdale. Navigators help individuals obtain personal documents, apply for benefits, and find resources for employment, shelters, housing and other areas of critical need. Navigators can aid with transportation to heat relief centers, shelters and appointments. Navigators also conduct targeted outreach with the Scottsdale Police Department, work with the Scottsdale Public Libraries and assist in responding to Scottsdale citizen reports relating to homelessness submitted via the ScottsdaleEZ system.

[Community Involvement, Healthy Community, Housing, Education Elements; Implementation Program]

#### Youth and Family Services — Adult Court Programs 🐸

Youth and Family Services (YFS) is an Arizona licensed behavioral health facility that offers adult court programs and services that include alcohol, drug, anger, domestic violence and DUI screenings for defendants referred from the Scottsdale City Court. Programs provided include community education that consists of underage drinking and shoplifting programs, as well as an online 16-hour DUI Education course. The following services were provided to the community in 2024:

- 680 alcohol screenings
- 40 drug screenings
- 21 DUI Screenings
- 82 anger screenings
- 82 domestic violence screenings

- 5 mental health screenings
- 12 underage drinking classes
- 310 online DUI Education classes
- 100 shoplifting classes

[Healthy Community, Education Elements]

#### Family Resource Center (FRC) at Paiute Neighborhood Center 🐸

Located in South Scottsdale at the Paiute Neighborhood Center, the Family Resource Center offers guidance and support for families with young children by providing access to resources, referrals to support services and educational programs to ensure healthy growth and development for Scottsdale's youngest learners and their families as they grow and thrive together.

- The Family Resource Center is funded through a First Things First grant, which partners with families and communities to give all Arizona children the opportunity to arrive at kindergarten healthy and ready to succeed.
- In 2024, the FRC at Paiute served 2,072 adults and 2,061 children for a total of 4,133 people. On average, the FRC offers 4-5 programs weekly.

[Healthy Community, Education Elements]







The FRC offers services such as emergency diaper assistance and car seat inspections.

#### Community Intervention Court (CIC)

The Scottsdale CIC is a voluntary program that aids those who are experiencing homelessness or mental health related issues with their legal cases. A participating client must regularly make court appearances before a judge and agree to meet with a court navigator for integrated case management. In 2024, Community Intervention Court received 17 referrals.

[Healthy Community, Education Elements]

# Juvenile Diversion Referrals and Restorative Justice Program (RJIP) 🐸

RJIP programs are offered to youth who are referred to the Youth and Family Services Office and have recently committed a violation such as shoplifting, vaping or using alcohol or drugs in their school or community. The programs are supported by City of Scottsdale Police Department, Scottsdale City Prosecutor's Office and Scottsdale City Court. In 2024, Youth and Family Services provided 181 diversion and RJIP programs.

[Healthy Community, Education Elements]

#### Community Development Block Grant (CDBG) Strategic Action Plan 🐸

The goals of the Community Development Block Grant Program are to provide decent housing, a suitable living environment and economic opportunities for low-to-moderate-income residents. The City of Scottsdale strives to accomplish these goals by maximizing and effectively utilizing all available funding resources to conduct housing and community development activities.

The following CDBG program activities and others are described at length in the Housing and Community Assistance Annual Action Plan (AAP) in alignment with the five-year Consolidated Action Plan (2020-2024):

- Tenant Based Rental Assistance (TBRA) Program On November 6, 2023, the Housing and Community Assistance Office began a Tenant Based Rental Assistance (TBRA) program for the senior populations who are at or below 30% of the area median income (AMI) and are rent cost burdened by more than 50%. With a letter of agreement with the Scottsdale Senior Centers, the TBRA program has stably housed nine seniors in FY 2023/24, and they will receive rental assistance for up to two years along with ongoing case management. Upon successful completion of TBRA, a senior then enters the Housing Choice Voucher (HCV) program for long-term stability.
- Landlord Engagement Initiative Housing Partner Program Since launching in January 2022, the Landlord Engagement Initiative has been the proactive link between the Scottsdale Housing Agency and Scottsdale landlords. It continues to increase housing options available to Scottsdale HCV participants. The landlord engagement initiative offers financial incentives and guarantees a rapid customer service response to their concerns associated with participating as landlord partners with the Scottsdale Housing Agency. The homes added through the Landlord Engagement Initiative have allowed voucher holders to lease in a broader set of mixed income neighborhoods and secure stable housing that is safe and affordable.
  - In FY 2023/24, the Landlord Engagement Initiative Housing Partner Program added 17 new landlords and 96 additional units to Scottsdale's HCV program. A total of \$5,000 in signing bonuses was distributed to landlords to participate in the program. Three landlords received emergency security deposit coverage to aid HCV participants in obtaining stable rental housing.
  - In early 2024, targeted questionnaires were sent out to three groups: current landlords, short-term rental (STR) owners, and multifamily home rental landlords. A total of 214 STR owners responded to the questionnaire, and 36% expressed interest in becoming a long-term landlord. STR owners indicated in the survey that they wanted to learn more about HUD regulations, the AZ Landlord and Tenant Act and inspections and incentives. Lastly, 86% of the current landlords reported their satisfaction in working with the Scottsdale Housing Agency.

# Foster Well-Being

- Housing Choice Voucher (HCV) Program The Scottsdale Housing Agency (SHA) is allotted 735 Housing Choice Vouchers to help low-income individuals and families pay for safe and affordable housing. A total of 531 vouchers are currently being used resulting in a utilization rate of 72%. The low utilization rate is primarily due to the high cost in the rental market. The SHA is spending 102% of its allocated budget for the 531 Housing Choice Vouchers. The SHA is able to spend 2% over its allocated budget by utilizing reserves.
  - In October 2023, the SHA was designated by HUD as a Small Area Fair Market Rent (SAFMR) Public Housing Agency. SAFMR payment standards are fair market rents calculated at the zip code level, rather than using the entire metropolitan area. SAFMR payment standards are intended to more accurately reflect the local market and provide participants with access to areas of opportunity by providing rental assistance at a level that makes higher rents in such areas more affordable. These new payment standards were adopted by the Scottsdale Housing Agency Governing Board in October 2024 and are effective January 1, 2025.
  - The SHA also has specialty vouchers to include, 20 Foster Youth to Independence Vouchers and 15 Veterans Affairs Supportive Housing (VASH) Vouchers. On December 20, 2024, the Scottsdale Housing Agency was awarded an additional ten VASH vouchers for a total of 25.
- Family Self-Sufficiency (FSS) program FSS is a HUD program designed to help voucher participants increase their income, complete educational goals, develop a savings plan and improve their financial well-being. This program lasts for a period of five years. In FY 2023/24, the SHA enrolled 22 new participants. Participants receive ongoing supportive services and are actively working on educational goals. 13 participants have earned a combined escrow of \$53,425. One participant graduated from the program with \$26,550 in escrow.
  - In December 2024, the Housing and Community Assistance Office issued a Request for Proposal for 25 Project-Based Vouchers for new construction projects that have an affordable housing element.
- Belleview The city owns 8 affordable apartment units on East Belleview Street. The property is currently managed through a contract with Dunlap & Magee Property Management Inc. and generates approximately \$77,767 annually in revenue, which is used to maintain the property.
- Interdepartmental Collaboration The Housing and Community Assistance Office partnered with the Human Services Department to support stable housing for seniors and the Parks and Recreation Department to demolish and install new bathrooms at Paiute Park. Additionally, planning efforts for the Consolidated Action Plan 2025-2029 included holding community meetings in partnership with the Planning and Development Department to discuss housing needs in the community.

[Healthy Community, Housing Elements; Implementation Program]

# Housing/Human Services Programs and Consolidated Action Plan (2020-2024) Objectives 🐸

The Consolidated Action Plan outlines how a local government plans to use federal funds to address housing and community development needs. The Consolidated Action Plan is intended to fulfill three basic goals: to provide decent housing; to create suitable living environments; and to expand economic opportunities. The following highlights are objectives implemented in 2024:

- Housing Rehabilitations and ADA Upgrades In FY 2023/24, 45 emergency housing repairs were done, 12 roof repairs/replacements were completed and one green housing rehabilitation was performed.
- Public Facilities and Infrastructure In FY 2023/24, Community Development Block Grant (CDBG) staff completed the Cox Heights and Pima Meadows Pavement Reconstruction Project as well as the replacement of playground equipment at Apache Park benefiting 14,755 Scottsdale residents.
- Public Service In FY 2023/24, 26 non-profits were funded to assist low-to-moderate-income residents citywide through the varying funding sources (CDBG, Salt River Maricopa Pima Indian Community, Scottsdale Cares, and Endowment).

[Healthy Community, Housing Elements; Implementation Program]

#### Fair Housing Program 🐸

The City of Scottsdale Housing and Community Assistance Office (HCA) administers local, state and federal laws that prevent housing discrimination practices towards any person because of their race, color, national origin, religion, sex, disability or familial status.

- As a member of the Maricopa County HOME Consortium, the City of Scottsdale is part of the 2020-2025 Maricopa County Analysis of Impediments (AI) to Fair Housing Choice. The AI recommended the below actions for Maricopa County and participating municipalities:
  - Review zoning and municipal codes for barriers to housing choice.
  - Increase availability of accessible housing and make reasonable accommodations for persons with disabilities.
  - Promote homeownership and rental opportunities in high opportunity areas outside of the racially/ethnically concentrated areas of poverty.
  - Enhance community services in racially or ethnically concentrated areas of poverty.
  - Promote community and service provider knowledge of fair housing and ADA laws.
- HCA partners with local agencies through various funding programs to provide legal services, foreclosure prevention and fair housing information. Partners include Save The Family, Community Legal Services and Family Promise. Housing specialists work directly with HCV participants to provide information on fair housing and assist in making reasonable accommodations. Community grants specialists monitor the non-profit agencies that receive federal awards to ensure compliance with the applicable federal regulations and guidelines.

[Healthy Community, Housing Elements; Implementation Program]

#### Police Department 2024 Advancements \*\*\* \*\* \*\*

- Strategic Plan Implementation The department published the current 3-year Strategic Plan with an updated Mission, Vision and Foundational Behaviors. Focus areas include Employee Wellness, Recruitment & Retention, Technology and Facilities.
- **Drone First Responder Program Launched** The department introduced the Drone First Responder program within the Real-Time Crime Center (RTCC). This initiative complies with the FAA remote aircraft pilot certification and enables the RTCC to capture and share real-time information with officers and other public safety personnel, enhancing operational efficiency and safety for both officers and the public.
- SPD Human Exploitation & Trafficking Unit The unit was awarded and recognized by the CARE Organization for its significant contributions to combatting sex trafficking. In 2024, the unit achieved 352 felony/misdemeanor arrests, reinforcing the department's commitment to protecting vulnerable populations and addressing exploitation.
- Hontz Training Facility Expansion The construction project is underway which includes significant enhancements, such as improved firing ranges, classrooms and storage for training and equipment. These enhancements support officer development and readiness.
- Communications and Real-Time Crime Center Remodel The department completed a comprehensive remodel of the Communications and Real-Time Crime Center, including advanced technology and improved resources to optimize support for patrol operations and investigations, contributing to more efficient public safety services.

[Safety, Community Involvement, Healthy Community, Open Space Elements; Implementation Program]

#### Scottsdale Fire Department (SFD) 2024 Initiatives 🐸

- Workforce Resiliency and Reliability SFD commissioned comprehensive studies and engaged professional consultants to evaluate workforce readiness and develop a roadmap for addressing anticipated challenges. Enhanced wellness programs and support services were rolled out to strengthen workforce resiliency, ensuring continuity of service.
- Training and Succession Planning The SFD Training Division implemented advanced programs focused on leadership development, technical skill enhancement and mentorship opportunities to prepare the next generation of firefighters and leaders. A new career advancement framework was introduced, providing clear pathways for personal and professional growth.
- Community Risk Reduction and Hazard Mitigation SFD updated the community risk reduction strategy to include data-driven approaches, aligning resources with high-risk areas to minimize accidents and injuries. SFD launched a citywide public education campaign to promote fire safety and emergency preparedness.
- Infrastructure and Growth Planning The construction of Fire Station 612 and the regional training center continued, ensuring that these projects remain on schedule to support future operations and workforce needs. SFD began recruitment efforts to grow the department to over 400 personnel.

[Safety Element; Implementation Program]

# Foster Well-Being

#### Fire Prevention Statistics 🐸

■ Fuels Mitigation: 100 roadside acres funded by a Healthy Forest Initiative grant

■ Fire Inspections: 7,189 mostly new construction

■ Fire Plan Review: 3,377

Residential Sprinkler Inspections: 2,785

• Since the 1985 Sprinkler Ordinance, there have been no fire deaths in a structure with an operating sprinkler system, residential and commercial.

■ Fire Loss: \$4 Million

Property Saved: \$22.3 Million

■ Total Fire Department Calls: 35,320

■ EMS Calls: 23,789

[Safety Element]

#### Fire Resource Division Achievements

The Scottsdale Fire Department (SFD) Resource Division achieved several notable successes throughout the year.

- Fire Warehouse In August, the department inaugurated its Fire Warehouse, strategically situated in the Scottsdale Airpark. This facility functions as a central hub for the distribution of goods and equipment throughout the city and neighboring areas. The Fire Warehouse plays a pivotal role in enhancing the department's operational efficiency by streamlining inventory management, reducing response times for distributing equipment and optimizing the restocking process. Its central location enables faster deployment of essential resources during emergencies, ensuring firefighters are well-equipped to protect the community. Furthermore, the facility promotes better coordination across fire stations while delivering cost savings by eliminating logistical inefficiencies.
- Fire Apparatus Preparation This year, the department coordinated the upfitting of all fire apparatus, ensuring that equipment is thoughtfully arranged and ready for immediate use when a truck is placed into service. The Fire Fleet team worked closely with the City Fleet team to align maintenance schedules and ensure timely repairs, minimizing downtime and keeping apparatus in top condition. These efforts have improved operational readiness, reduced delays in deploying critical resources and provided crews with easier access to the tools they need during emergencies.
- Operative IQ The IT and Resource team is leading the implementation of Operative IQ, an advanced software that enhances inventory distribution and equipment management, further supporting the Resource team's commitment to operational excellence.

■ **Fire Training Center** — The Fire Facilities team successfully coordinated the construction and opening of the Fire Training Center, which includes a Burn Village.

[Safety Element]

#### SFD Community Outreach 🐸

In addition to internal wellness efforts, SFD is committed to fostering community well-being through outreach and education. Programs such as fire safety workshops, CPR training and risk reduction initiatives empower residents to take an active role in their safety. These efforts are not only preventative but also build a stronger connection between the department and the community, cultivating trust and a shared sense of responsibility. In 2024, SFD had 40,736 recorded contacts, of which 21,940 were attendees of 200-plus safety classes or workshops. In addition, SFD made more than 70 home visits to address fire and fall hazards. [Safety Element]

#### EMS Division Advancements 🐸

In March 2024, the city of Scottsdale was awarded the CON (Certificate of Necessity). This CON allows SFD to provide emergency medical transportations to the hospital. SFD will implement new ambulances in phased process. In December of 2024, SFD implemented three brand-new 24-hour fire rescue ambulances. These first-phase ambulances are staged at Fire Station 602, Fire Station 608 and Fire Station 615. They are staffed with two firefighters, one being a paramedic and the second being an EMT.

SFD acquired new medical equipment in the form of the LUCAS chest compression system. The new device is a mechanical chest compression system that helps firefighters and paramedics deliver high quality, consistent chest compressions to sudden cardiac arrested patients in the field and while transporting to the hospital.

[Safety Element]



Scottsdale Fire engine company on the training ground.

#### Parks & Recreation Master Plan 🐸

The Parks and Recreation Department worked with OWL Architects, Kimley-Horn and the Parks and Recreation Commission to develop and complete the system-wide 2024 Scottsdale Parks and Recreation Master Plan (2024 Master Plan) which was adopted by City Council in December 2024. The purpose of this plan is to offer strategies, recommendations and operational guidelines that will allow the Scottsdale Parks and Recreation Department to meet the needs of current and future residents over the next 10+ years.

The 2024 Master Plan process included a robust community engagement strategy that resulted in more than 312,000 community engagement inputs, significantly higher participation than other local and national benchmarks. In October 2024, the Scottsdale Parks and Recreation Department was invited to speak at the National Recreation and Park Association Annual Conference in Atlanta, GA alongside Kimley-Horn on the cutting-edge community engagement approaches used during the 2024 Master Plan process.

The 2024 Master Plan aligns with and incorporates other community-driven goals and priorities defined by the City Council and the General Plan 2035. The process also coordinated with other concurrent planning efforts, including the Tourism and Events Strategic Plan and the Shade and Tree Plan.

[Arts, Culture & Creative Community, Bicycling, Circulation, Cost of Development, Education, Environmental Planning, Economic Vitality, Growth Areas, Land Use, Open Space, Neighborhood Preservation & Revitalization, Public Services & Facilities, Recreation, Tourism Elements' Implementation Program]



# CONNECT THE COMMUNITY





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 challenges and their cost effectiveness at a local, as well as regional level. While the automobile will remain an important means of travel in Scottsdale, the community must make land use decisions that strive to reduce the length and number of automobile trips. A variety of mobility choices will provide greater accessibility and connectivity; alleviate pollution and congestion; and foster community well-being and quality of life. The "Connect the Community" Community Value is expressed and implemented through the Connectivity Chapter of the General Plan and outlines how Scottsdale will safely, conveniently, and efficiently move people and goods.

#### **ELEMENTS IN THIS CHAPTER:**

- Circulation
- Bicycling

The following section of the report highlights actions and events that occurred in 2024 to implement the Community Value, Connect the Community.

#### Transportation Action Plan Implementation ==

In 2022, City Council adopted the Transportation Action Plan (TAP) which supports the goals and objectives of General Plan 2035 by emphasizing livable streets and a livable community over rapid traffic throughput. As such, the TAP focuses more closely on refinement of the existing transportation system rather than adding extensive new infrastructure. The plan includes an introduction with overarching goals and values, five modal elements (street, transit, bikeway, trail and pedestrian) an implementation program and a glossary. The Transportation and Streets Department is responsible for implementation and managing performance measures of the TAP.

#### Transportation Planning Team efforts in 2024:

- Continued to work with Arizona Department of Transportation (ADOT) to minimize the impact of the Loop 101 widening construction in Scottsdale
- Initiated the creation of a Strategic Transportation Safety Plan
- Development of Neighborhood Bikeways:
  - 1. 64th Street Crossings at Thomas and Indian School (complete)
  - 2. 100th Street Path Study along Frank Lloyd Wright (complete)
  - 3. 2nd Street Neighborhood Bikeway Study (underway)
  - **4.** Cholla Neighborhood Bikeway Study (underway)
  - **5.** Glenrosa Neighborhood Bikeway Study (underway)
  - **6.** Indian Bend Wash Bridge at Osborn Study (underway)
  - **7.** Path Drainage Study (underway)
- Continued maintenance of the Multi-Use Bike and Pedestrian Count Program

[Circulation, Bicycling Elements; Implementation Program]





# Connect the Community

#### Street Operations

The city continues to maintain:

- 907 center-line miles of pavement
- 2,846 roadway lane miles
- 20,038,588 square yards of asphalt
- 208 miles of bike lanes
- 150 miles of shared use paths
- 164 miles of non-Preserve trails
- 36.72 miles of unpaved roads
- 103.5 centerline miles of shoulders

- Alleys including: Wall-to-wall cleaning, ensuring proper grading and applying Dust Palliative
- Paved alleys program: Heatherbrae,
   Glenrosa, Craftsman Court Alleys
- 7,897 drainage assets
- 234 bridges and large culverts
- 315 traffic signals
- 14,008 streetlights
- 48,000 signs

[Circulation, Bicycling, Public Services & Facilities Elements; Implementation Program]

# Traffic Engineering and Intelligent Transportation Systems (ITS)

The city's Traffic Engineering division plans and manages city projects to improve traffic flow and safety. The following projects were completed in 2024:

- Reviewed and prepared roadway striping plans to improve bicycle and roadway safety
- Implemented four new locations with level of service (LOS) data collection capabilities
- Installed six new detection systems with Advance Traffic Signal Performance Measures
- Installed 25 CCTVs, 35 field network switches and 15 wireless radios
- Completed online connectivity to the ITS network with 10 new fiber connections
- Traffic signals: five constructed, 12 upgraded/modified, 50+ adjusted for timing
- One pedestrian hybrid beacon and five rectangular rapid flashing beacons installed
- Constructed two roundabouts
- Signs installed: one speed feedback sign, one dynamic message sign and 54 illuminated signs
- Replaced 375 LED streetlights

[Circulation, Bicycling Elements]

#### Transportation Infrastructure Improvements

The city completed the following transportation infrastructure projects in 2024:

#### Roadways

- Pima Road improvements between Pinnacle Peak Road and Happy Valley Road
- Happy Valley Road improvements between
   Pima Road and Alma School Road
- Hayden/Miller Bridge and Pinnacle Peak improvements to Happy Valley Road
- Raintree Drive Phase II: construction of roundabout at Hayden Road and roadway improvements on Raintree Drive, between 73rd Street and 76th Place
- Goldwater Boulevard and Highland Avenue safety improvements
- Final Phase of Historic Streetlight installation in Old Town



Hayden/Miller Bridge aerial and close-up

#### Shared Use Paths

- Path adjacent to Reata Wash Sports Complex
- Path Wayfinding Signage: 200+ signs along
   7 miles of path between Thomas Road and
   Indian Bend Road
- Indian Bend Wash Path underpass at Chaparral Road and Hayden Road

#### Sidewalks

- Vista Drive and 78th Street
- Jackrabbit and Miller Pedestrian Crossing at the Arizona Canal



Indian Bend Wash Path underpass



Pedestrian crossing at Jackrabbit and Miller

# Connect the Community

#### Unpaved Trails

- Dynamite Road from 84th Street to Hayden Road (new)
- 76th Street from 29501 N 76th Street to Dixileta Drive (new)
- Trail adjacent to Reata Wash Sports Complex (new)
- 76th Street from Via Dona to 29501 N 76th Street (rebuild)
- Pinnacle Peak Road from Hayden Road to 78th Street (rehabilitation)
- 94th Street and Bahia Drive WestWorld (rehabilitation)

### Traffic Signals

- 64th Street at Osborn Road
- Scottsdale Road at Dove Valley Road

#### Buffered Bike Lanes

- Royal Palm/87th Street from Hayden Road to Via Linda
- Jackrabbit Road from Hayden Road to Miller Roadd
- 104th Street from Mission Lane to Via Linda

[Circulation, Bicycling Elements; Implementation Program]

#### Transit Shelter Maintenance

The Transit Team coordinated with Facilities Management to make repairs to several shelters throughout the city, as well as replaced many amenities at transit stops. Additionally, the Facilities Department developed a lighting improvement project to replace the solar lighting at shelters along Scottsdale Road. This lighting project, along with other improvements at those sites, are in progress.

[Circulation Element; Implementation Program)

# "Clever Devices" for Trolley Maintenance 👄

The Transit Team, in cooperation with Fleet and Dunn Transit, is now providing technology support directly to city trolleys. Using Clever Devices, the team can provide troubleshooting and preventative maintenance on a regular basis instead of relying on a monthly service from a contracted provider. In-house expertise ensures the city's Vehicle Management Systems are operating optimally now and into the future.

#### Spring Training Trolley Service Reinstated

Service for the Spring Training Cactus League started on February 24 and ended on March 23, the last day of Spring Training. The route to and from the stadium connected riders to parking garages, public parking lots and the Old Town area. Trolleys ran beginning 90 minutes prior to the start of the game until 30 minutes after the last sell out. A total of 1,082 passengers used the trolley service to attend the Giants Spring Training Baseball games throughout the season. [Circulation Element; Implementation Program)





### Cab Connection -

The City of Scottsdale continued the Cab Connection voucher program as an alternative to East Valley Paratransit (formally known as Dial-a-Ride). This program offers residents, who are age 65 or older or are certified as disabled through the Valley Metro ADA (Americans with Disabilities Act) Paratransit process, more flexibility and greater independence by providing 20 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. Cab Connection works in coordination with Foothills Caring Corps to serve Scottsdale residents north of Bell Road for their travel needs with medical and group van trips. This program was launched in August 2016.

- In 2024, Cab Connection welcomed 182 new participants to the program. The program currently has 685 active participants, with 48% of them being over 80 years old.
- In coordination with the City Senior Centers (Granite Reef and Via Linda), Cab Connection also provides residents who are low income and live within a five-mile radius of a senior center taxi vouchers to each senior center for participation in a daily lunch program. Eligibility is determined and verified by qualified senior center staff. There were 25 participants who received vouchers for the Wheels to Meals Program in 2024. The voucher pays 100% of the cab fare, plus gratuity for participants to attend the lunch program.

[Circulation and Healthy Community Elements; Implementation Program)

# Connect the Community

#### Events and Recognition 444

Valley Bike Month is held each year in April. During the 2024 Bike Month, the Transportation and Streets Department hosted more robust events than recent years. This included a celebration of the city's Gold Bicycle Friendly Community recognition and Cycle the Arts. The month kicked off with a Fast Five video and Mayoral Proclamation. Transportation and Streets staff attended the Arizona Bicycling Summit on April 5 to collaborate with colleagues and national experts. Tour de Scottsdale returned April 13 and gave Transportation and Streets staff the opportunity to promote the new Active Transportation Map and ongoing events and projects at their expo booth. The April 20 Earth Fest event included a Bike Rodeo and outreach to families for children's bike safety opportunities.

Scottsdale Bike to Work Day was held on Wednesday, April 24 with more sponsors and volunteers than previous years. This included TYLin International, Blue Zones, Bike Saviors, Tempe Bicycle Action Group, and city staff from Transportation & Streets, the Office of Communication, Parks and Recreation, Police Bicycle Unit and Police Park Rangers. There were five stops with free t-shirts, breakfast snacks, Active Transportation maps and stickers. Approximately 200 riders celebrated the event, the highest participation in the city to date. [Circulation and Healthy Community Elements; Implementation Program)



Transportation and Streets staff attended the Tour de Scottsdale expo.



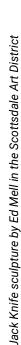
Approximately 200 riders participated in the Bike to Work Day event.

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Connect the Community

# REVITALIZE RESPONSIBLY





Neighborhoods are a blend of homes, shops, schools, churches, parks and places of employment. They make up our community mosaic, each being distinct but, as a whole, forming the beautiful picture that is Scottsdale. Scottsdale's public services and facilities represent the community's investment in diverse programs, infrastructure and physical facilities to meet the needs of these neighborhoods. The "Revitalize Responsibly" Community Value is expressed and implemented through the Revitalization Chapter of the General Plan and seeks to create strong neighborhoods; proactively preserve and revitalize Scottsdale's diverse areas; contextually redevelop property; manage growth; and guide the provision of Scottsdale's community services and facilities.

#### **ELEMENTS IN THIS CHAPTER:**

- Circulation
- Neighborhood Preservation & Revitalization
- Conservation, Rehabilitation& Redevelopment

- Growth Areas
- Cost of Development
- Public Services & Facilities
- Public Buildings

This section of the report highlights actions and events that occurred in 2024 to implement the Community Value, Revitalize Responsibly.

# Scottsdale Public Library Operational Updates 🇆

Scottsdale Public Library continues to put people at the heart of dynamic library services during the second year of their strategic plan by increasing services and resources, improving building infrastructure and creating partnerships within the community.

- Statistics Scottsdale Public Library circulated 2,494,565 physical and digital items in 2024. Approximately 621,000 people visited the branches and picked up holds at the drive-thru windows and curbside pickup. There were nearly 20,000 new cardholders, and almost 34,000 new items added to the collection. The Library also acquired several new digital resources that library cardholders can access for free, such as ParentTV, Transparent Languages and Candid.org e-resources. In January 2024, Scottsdale Public Library piloted MAX, a collection-sharing service, with Maricopa County Library District. Since the program began, 12 other library systems have joined the consortia. Nearly 6,000 items have circulated between Scottsdale and the other partner libraries.
- Expanded Seed Library The Seed Library expanded to include all four library locations in November 2024. In partnership with Blue Zones Project Scottsdale and the Friends of Scottsdale Public Library, the Scottsdale Seed Library is stocked with edible plant and herb seeds appropriate for Arizona growing conditions. Since the expansion, about 1,500 seed packets have been checked out.
- Civic Center Library Café Yellow Spruce Roasters opened a café in the Civic Center Library branch in September 2024. The café space was home previously to Beneficial Beans and Meg's Café but remained empty since the pandemic.
- The Ultimate Family Play Date The Library's annual Ultimate Family Play Date in December 2024 saw approximately 5,000 attendees. The event is sponsored by the Friends of the Scottsdale Public Library, and families enjoyed activities from 45 different booths including dance parties, a new local authors' corner, photos with the Grinch and meet and greets with characters from favorite children's books. The winner of the Design a Library Card contest was also announced during the event. The winning card received almost 3,000 votes and was designed by a student from Arcadia High School.



Pete the cat greeted kids at the Ultimate Family Play Date.

■ Summer Reading Challenge – The Summer Reading Challenge, formerly known as the Summer Reading Program, had 6,379 registrants with 2,882 people completing the program by reading at least 1,000 minutes over the summer. In total, nearly 5.7 million minutes were read. This year's theme was "Adventure Begins at the Library."

[Neighborhood Preservation & Revitalization, Public Services & Facilities Elements; Implementation Program]

# Library Volunteers @ &

Over 100 adult volunteers contributed nearly 92,000 volunteer hours to the library this year. As a certifying organization for the President's Volunteer Service Awards, a total of 21 adult and 68 teen volunteers were recognized during National Volunteer Week in April 2024.

[Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities Elements]



Library volunteers were recognized during National Volunteer Week.



Teen volunteers were honored at a City Council Meeting.

# Library Youth Services 🚳 🔐 🌃

Youth Services hosted nearly 1,100 programs with approximately 33,000 people in attendance. Storytimes, Full STEAM Ahead programs and programs featuring animals remain popular with families. In March 2024, the library partnered with Phoenix Conservatory of Music to bring out WeBop, an award-winning early childhood jazz education program for little ones and their caregivers. The library also partnered with Scottsdale Arts to present Books 2 Boogie with HeART, combining books, music, dancing and art for a fun-filled morning.

[Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities, Education Elements; Implementation Program]

# Library Adult Services 🚳 🚣 🎢

Adult Services hosted nearly 500 programs with over 7,800 people in attendance. Art All Around Us, presented by Phoenix Art Museum docents, returned to Appaloosa and Mustang Libraries in early 2024 to present on a variety of art topics. The library also partnered with the city's Solid Waste department to bring awareness to composting and gardening in Arizona. The library's volunteer-led programs, such as English for Speakers of Other Languages, computer classes and the Movies that Matter film series remain popular with the community. A new volunteer-led program, Local Musicians Showcase which began in September 2024 to highlight local acts in the area, has become a community favorite.

[Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities, Education Elements; Implementation Program]

# Library Art Exhibitions 🗟 🦀

Scottsdale Public Art brought four new art exhibitions to the Civic Center Public Gallery:

- "COLORLOVE" was a juried exhibition of artwork, co-curated by Tucson artist Lex Gjurasic, that celebrated the power of the full rainbow of colors.
- Arizona native Koryn Woodward Wasson's watercolors detailed the beauty of the urban Phoenix desert in the art exhibit "Flirting with the Desert".
- The exhibit "Stick Together" was curated by Airi and Riho Katsuta, founders of Cut+Paste Phoenix, to showcase the creative artform of collages.
- "Janet Towbin, Meditative Mindscapes" features Janet Towbin's drawings, collages, paintings and prints of mandalas.

A grant award from The Women's Collective also brought two additional exhibits:

- "Scottsdale Public Library Celebrates the Women Who Built Scottsdale" featured photos from the library's archives and tributes to some of the women who led the way and worked behind the scenes to make Scottsdale what it is today.
- "Inspired Imaginations: Women of Consequence" featured poetry from the city's poet laureate Lois Roma Deeley and artwork by Cherie Buck-Hutchinson.

[Community Involvement, Neighborhood Preservation & Revitalization, Public Services & Facilities Elements]



Janet Towbin, Meditative Mindscapes



Scottsdale Public Library celebrates the women who built Scottsdale.

#### Historic Preservation Commission 🚳 🎜 🎎

The Historic Preservation Commission approved a Certificate of Appropriateness for three projects at historic residential properties in 2024. Further, the Commission reviewed, discussed and considered:

- Approaches to improve the identification and communication of designated and undesignated resources of historic significance in the city.
- The development and adoption of Historic Plaque Guidelines.

[Character & Design, Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]

#### Neighborhood Advisory Commission - Neighborhood Enhancement Grant Program 🚳 🚣



The Neighborhood Advisory Commission (NAC) provides direct assistance to Scottsdale neighborhoods for maintenance and revitalization projects through City Council approved budget funding and the Neighborhood Enhancement Grant Program (\$30,000 each fiscal year). The process includes an application submittal, a meeting between the applicant and city staff to discuss the proposed scope of work, and consideration for approval by the NAC at a public meeting. The following improvement projects received funding in 2024:

- **Bent Tree Neighborhood** Repaint community perimeter wall (\$15,211.92)
- Bent Tree Neighborhood Phase II Repaint remainder of community perimeter wall (\$5,937.50)
- Scottsdale Vista North Neighborhood Repaint community perimeter wall (\$12,180.00)

[Character & Design, Community Involvement, Neighborhood Preservation & Revitalization Elements; Implementation Program]

#### Neighborhood Advisory Commission – Spirit of Scottsdale Awards 🚳 🚣



The Spirit of Scottsdale Awards are a citizen-nominated program that recognizes those that help strengthen and build Scottsdale's community through their commitment to and involvement in neighborhoods. On January 22, 2025, the Neighborhood Advisory Commission (NAC) reviewed, discussed and then selected Mary and John Garbaciak and Clayton Companies as the 2024 winners of the City of Scottsdale Spirit of Scottsdale Award for the "Individual" and "Business/ Organization" categories.

[Community Involvement, Neighborhood Preservation & Revitalization Elements]

#### Code Enforcement



In 2024, Scottsdale's Code Enforcement agency demonstrated exceptional responsiveness, generally responding within hours to citizen complaints and averaging 22 days to close cases. Code Inspectors conducted nearly 20,000 inspections and removed almost 4,400 illegal signs citywide. During the campaign season, the team collected approximately 2,800 signs that were either unlawfully placed or posed safety concerns. On November 21, Scottsdale's Code Enforcement team removed nearly 400 campaign signs as part of its annual post-election cleanup. State law allows cities to remove all campaign signs placed in the public right-of-way 15 days after the election.

[Neighborhood Preservation & Revitalization Element; Implementation Program]



Code Inspectors remove campaign signs after election.

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Revitalize Responsibly

# ADVANCE INNOVATION & PROSPERITY





Dia de los Muertos festivities in Old Town

Scottsdale's future as an exceptional place depends on a dynamic, diversified, and growing economic base that complements the character and livability of the community. The city must also support and expand its economic base to maintain high public service standards and physical quality. This can be done by targeting new economic and educational opportunities, which provide support for the future fiscal health of the city. The "Advance Innovation and Prosperity" Community Value is expressed and implemented through the Innovation & Prosperity Chapter of the General Plan and recognizes that Scottsdale operates within broader regional and global economic settings, and, as such, the city must maintain and strengthen its competitive position by creating an environment where Scottsdale can effectively respond, innovate and adjust rapidly.

#### **ELEMENTS IN THIS CHAPTER:**

- Economic Vitality
- Tourism
- Education

This section of the report highlights actions and events that occurred in 2024 to implement the Community Value, Advance Innovation & Prosperity.

#### **New Company Locates and Expansions**

New company locates and expansions have added 1,494 new jobs in 2024. The economic development team has worked with seven companies with an average wage of just over \$134,640, absorbing nearly 500,000 square feet of commercial space, and adding over \$493 million in new capital expenditures. The estimated total 5-year direct revenue impact of these projects is over \$9 million. The estimated total 5-year economic impact of these projects is over \$3 billion. Companies locating to and expanding within Scottsdale include the following:

- Exalt Health Rehabilitation Hospital is an acute care facility specializing in providing rehabilitation services to individuals recovering from various medical conditions and injuries (Locate).
- ASM is one of the fastest growing semiconductor equipment companies and global market leader in Atomic Layer Deposition. Their Scottsdale North American headquarter facility will be an innovation center for the company, focused on research and development with stateof-the-art labs and cleanrooms (Locate).
- Content at Scale is a revolutionary AI SEO writing company that was one of the first in the world to launch undetectable AI content as a service and software (Locate).
- Willscot Mobile Mini specializes in innovative and flexible temporary space solutions. The company's product offering includes modular office complexes, mobile offices, classrooms, portable storage containers, climate-controlled structures and a curated selection of furnishings, appliances, and other services (Locate).
- Liberty 1 Financial is a financial institution specializing in personal and business lending services (Locate).
- Surgenex is an industry leading contract research and manufacturing organization specializing in human cellular and tissue-based products (Expansion).
- Legacy Communities is an owner and operator in the manufactured housing and RV space catering to active adult communities as well as family lifestyles with 70 properties across the US (Expansion).

[Economic Vitality Element; Implementation Program]

#### All Day. Every Day. Campaign and

The "Choose Scottsdale All Day. Every Day." campaign is a strategic initiative designed to highlight Scottsdale as the premier destination for business, investment and innovation. The campaign showcases the city's vibrant economy, top-tier amenities and supportive business environment, encouraging companies and entrepreneurs to choose Scottsdale as their home base. This year's ad spend for this campaign included:

- Geofencing technology to create a virtual geographic boundary at Scottsdale events which allowed digital ads to be delivered to devices within the target area.
- Scoreboard advertising at WM Phoenix Open which ensured high visibility to a large diverse audience, including business leaders, investors and decision-makers.
- Event-based advertising in collaboration with the business attraction manager.

[Economic Vitality Element; Implementation Program]

#### Tourism Economic Impacts 44 44 44

The Tourism & Events Department's most recent annual Tourism Study Visitor Statistics includes 2023 confirmed industry data received in the summer of 2024. Through local spending, visitors to Scottsdale created an annual economic impact of \$3.5 billion. Additional items of note include:

- Scottsdale hosted an estimated 4.8 million domestic overnight visitors, 1.5 million international overnight visitors and 4.9 million domestic day trip visitors in 2023.
- For every \$1 of municipal services costs attributable to visitors, the city received a fiscal return of \$1.44.
- Estimated privilege tax collections attributable to domestic and international visitors in 2023/24 are \$73.8 million, and an additional \$1.9 million in sales tax revenue is generated by employees in the hospitality industry.
- The report found that the top ten activities and experiences for Scottsdale visitors are (in order): shopping, sightseeing, attending a celebration, swimming, hiking or backpacking, historic sites and landmarks, night clubs, museums, attending a professional or college sports event and casinos.

Additionally, the Tourism & Events Department's most recent annual Tourism Study Lodging Statistics reviews trends in local transient occupancy tax (bed tax) collection, room inventory, average room rates, occupancy rates and other factors relating to lodging. Highlights include:

- Scottsdale's bed tax revenues totaled \$36,115,239 in 2023, up 11 percent from 2022.
- The Scottsdale market has increased by 2,359 rooms since 2014.
- Annual occupancy for the Scottsdale market area in 2023 was 65.2 percent, up from 65 percent in 2022.
- The average room rate for Scottsdale market area hotels in 2023 was \$279.84, an increase from the 2022 average of \$273.91, per room.

[Open Space, Recreation, Circulation, Economic Vitality, Tourism Element; Implementation Program]







#### Special Events 🞢 🧸 📸

Special events help build a sense of belonging and community pride, as well as create opportunities to interact, celebrate, enrich people's lives, promote inclusiveness and stretch imaginations. The City of Scottsdale plays a strong role in financially assisting special events and helping event planners bring people together safely and successfully at events held throughout the city through two major programs:

- 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 \$2.8 million, programs were vetted through an application process by staff, the Tourism Development Commission and approved by City Council. In total, 40 events were allotted \$1,815,000 Tourism Event Development Funds.
- Special Event Application & Permitting The city assists event organizers by guiding them through its special event application and permitting process to ensure safe and successful events. Not including events held in city owned facilities such as WestWorld and Parks, the city reviewed and processed 189 Special Event permit applications in 2024.

The following are some of the special events held in 2024:

**Western Week** – During Western Week, from January 27 to February 4, Old Town Scottsdale transformed into an authentic old west experience showcasing our city's rich heritage and western roots. Featuring the several historic and cultural events, Western Week stokes the embers of our rich heritage and ensures our western legacy glows as brightly as it did a century ago.

- **Gold Palette ArtWalk** The Scottsdale Gallery Association presented its Western themed Gold Palette ArtWalk, which pays homage to the rich heritage and vibrant cultures of the American West.
- Free Admission to Scottsdale's Museum of the West This Smithsonian Affiliate award-winning museum offers an encyclopedia of Western art, featuring regularly changing and permanent exhibits of Western and Native American art and artifacts. For Western Week, it hosted Hashknife Pony Express educational seminars and complimentary entry on February 2 and 3.
- **66th Annual Hashknife Pony Express** Annually, the Hashknife Pony Express takes its 200-mile trek arriving in Scottsdale to deliver more than 20,000 pieces of mail to the U.S. Postal Service.
- 70th Annual Parada Del Sol Historic Parade & Trail's End Festival The annual and only parade in Scottsdale featured 125 lively entries including colorful floats, mounted horse-riders, horse-drawn carriages, school marching bands, wagons and stagecoaches. Immediately following the parade, Historic Old Town was transformed into a massive Western-style festival with a kids' zone, food trucks, merchandise vendors, multiple stages with live entertainment and NCAA Men's Final Four promotions. Festival attendance reached 26,000.

# **Advance Innovation & Prosperity**

Native American Events — Through the city's partnership with the Arizona American Indian Tourism Association, two events were held to provide a unique and authentic Indigenous experience that engages the public and tribal communities in a shared "Only in Scottsdale Experience."

- The Arizona Indian Festival, held as part of Scottsdale's Western Week, provides a platform for tribal tourism and awareness of Arizona's indigenous communities by creating an inclusive inter-tribal event.
- The Arizona Indigenous Culinary Experience held during Native American Month is a fusion of flavors, arts, and performances that showcase the rich cultural heritage of Native Arizona.

Through these cultural celebrations, a deeper appreciation for the rich heritage and diversity of Arizona's native populations were provided.

Dia de los Muertos Fiestas – The city partnered with Lore Media & Arts to expand the annual Dia de los Muertos festivities into a 10-day event. The event, in its 9th year, added a day festival, a community procession which recreated the observances started in ancient Mesoamerica, and the stunning art of Gus Mejia who is internationally known for his Catrina portraits and iconic Dia del Los Muertos imagery. These new elements joined the traditional elaborate altar displays, art installations and dance performances officially recognized for cultural authenticity by the Ministry of Mexico. The event received support from the Arizona Office of Tourism, the Mexican Tourism industry, Scottsdale Sister Cities, Experience Scottsdale and the Mexican Consulate in Phoenix which shows it has great potential for international tourism growth.

June Days — The city's off-season June Days campaign promoting events and activities aimed at locals looking for fun ways to beat the summer heat ended with impressive results. Anchored by five city-produced signature events, including Scottsdale Stories & Sweets, Breakfast at the Market, June Days Gold Palette ArtWalk, Yoga in the Park and the Community Juneteenth Celebration, the monthlong June Days calendar was packed with more than 80 events and activities from hands-on craft sessions and western movies to invigorating fitness sessions and Jaws-themed trivia. Many area businesses, retailers, restaurants, and galleries got into the spirit with special activities and deals of their own designed to make June Days extra "cool." The Old Town June Days campaign (digital ads, social media, Spotify and print ads) generated more than 7 million impressions.

Canal Convergence – A unique art event produced by Scottsdale Arts, Canal Convergence returned to the Scottsdale Waterfront for its 12th year in November 2024. The outdoor, immersive event includes large-scale, light-based art as well as educational workshops, family-friendly activities, art tours, live music and dance performances, a beer and wine garden, food trucks and more.

9th Annual Scottsdazzle – Scottsdazzle is Old Town's signature month-long holiday extravaganza encompassing a multitude of activities, decor and events designed to spread holiday spirit to residents and visitors. The signature Sing-Along & Tree Lighting Ceremony attracted over 4,000 attendees this year, and local partners such as Scottsdale Artists' School, Barrio Queen and the Valley Ho Hotel collaborated with city staff to provide other unique holiday experiences. Local businesses got into the spirit by offering visitors and residents special deals to dine, drink, tour and shop their way through the season. The team extended Scottsdazzle by adding a "tours" section to the website, a new activation in the Entertainment District, which included partnering with nine bars/clubs, and creating a Shop Scottsdale initiative promoting local businesses.

# City Manager's Office and High Performance and Innovation Initiatives 📲 🕯 🍿 🇃

In 2024, the City Manager's Office completed an update of the Quarterly Performance Report which provides progress updates regarding key performance measures included in the annual budget book. Through the process, performance measures were revised and a new review procedure with the Executive Team was implemented. The city also launched online dashboards to share the Organizational Strategic Plan and progress on performance measures. The High Performance and Innovation Team re-launched as the Scottsdale Innovation Team. The team created a new mission statement and conducted trainings on process improvement and project management.

[Conservation, Economic Vitality, Housing, Healthy Community, Open Space, Public Services & Facilities, Tourism, Water Resources Elements; Implementation Program]

# 

City Council reviews zoning and rezoning actions for consistency with the adopted General Plan and Character Area Plans (if applicable). Based on an applicant's zoning request, zoning map amendments may require a concurrent amendment(s) to the General Plan and/or Character Area Plan. Unless otherwise indicated, the listed zoning actions within this section implemented the existing General Plan and/or Character Area Plan land use designation with each action. The following are zoning actions approved by City Council between January & December 2024, found on the Zoning Action Location Map (page 73):

- Headwaters Residential Healthcare Facility (16-ZN-2022) A rezoning from Planned Community District, Planned Neighborhood Center (P-C PNC) to Planned Community District, Commercial Office (P-C C-O), to accommodate a new three-story minimal residential healthcare facility on a +/- 12.5-acre site.
  - General Plan 2035 Land Use Designation Commercial Approved by City Council on February 6, 2024
- **Quail Crest Estates 2 (11-ZN-2022)** A rezoning from Single-family Residential, Environmentally Sensitive Lands (R1-130) to Single-family Residential, Planned Residential Development, Environmentally Sensitive Lands (R1-70 PRD ESL) and approval of a Development Plan with increased density and Amended Development Standards to accommodate a 12-lot subdivision on a +/- 20-acre site.
  - General Plan 2035 Land Use Designation Rural Neighborhoods Approved by City Council on February 20, 2024
- Quail Crest Estates (12-ZN-2020) A rezoning from Single-family Residential, Environmentally Sensitive Lands (R1-130 ESL) to Single-family Residential, Environmentally Sensitive Lands (R1-70 ESL) on +/- 3.3 acres of a +/- 20-acre site and approval of a Density Incentive across the entire site (for increases in Natural Area Open Space) to accommodate a new 12-lot subdivision.
  - General Plan 2035 Land Use Designation Rural Neighborhoods Approved by City Council on March 19, 2024
- 4 Parkway Plaza (9-ZN-2022) A rezoning from Commercial Office (C-O) to Neighborhood Commercial (C-1) on a +/- 1.86-acre site to accommodate the integration of residential dwelling units into the existing commercial use of the site.
  - General Plan 2035 Land Use Designation Employment: Office
  - Minor General Plan Amendment (4-GP-2022) Commercial

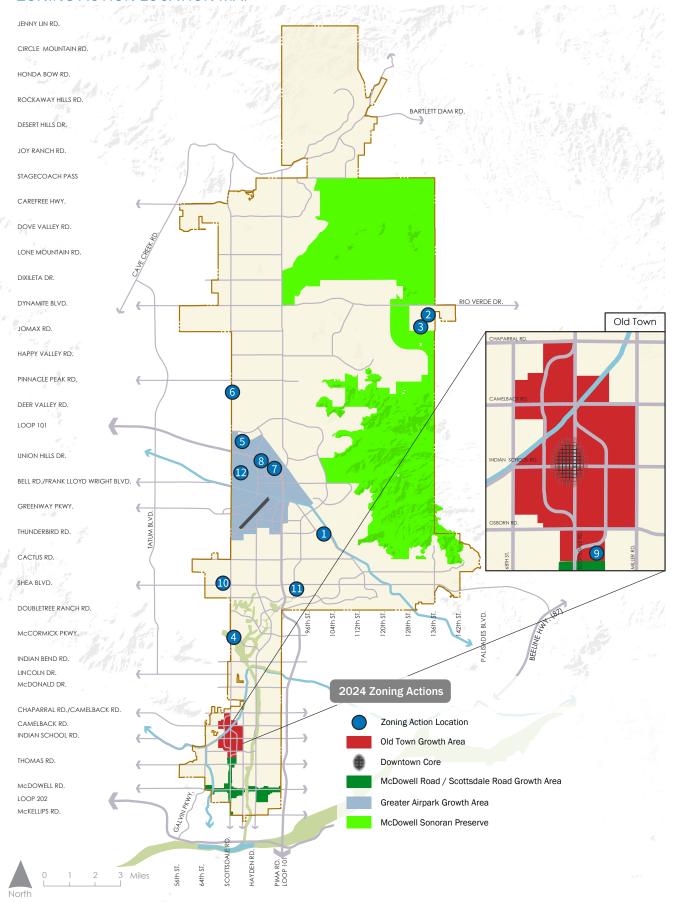
Approved by City Council on September 24, 2024

- 5 Crossroads East Zoning Adoption Legacy North (19-ZN-2002#12) A zoning action that finalized the original zoning approved as part of the Crossroads East Land Use Budget Table (19-ZN-2002#6), for Planned Community District, Multi-family Residential (P-C R-5).
  - General Plan 2035 Land Use Designation Mixed-Use Neighborhoods Approved by City Council on October 22, 2024
- Aria at Silverstone (15-ZN-2005#4) A rezoning from Planned Community District, Commercial Office (P-C C-O) to Planned Community District, Multiple-family Residential (P-C R-5), including amendments to the Silverstone development plan and Land Use Budget to allow R-5 zoning and increase the overall number of allowed residential units to accommodate a new 100-unit townhome community on +/- 16.3 acres.
  - General Plan 2035 Land Use Designation Mixed-Use Neighborhoods Approved by City Council on November 12, 2024
- **The Loop (2-ZN-2010#2)** A zoning action that amended the previously approved development plan, including Amended Development Standards, resulting in a development plan that conforms to the standards of the Industrial Park (I-1) zoning district, on a +/- 18.36-acre site zoned Planned Community District, Industrial Park (P-C I-1).
  - General Plan 2035 Land Use Designation Employment: Light Industrial/Office Approved by City Council on November 12, 2024
- **Axon (13-ZN-2020#2)** A rezoning from Planned Community District, Industrial Park (P-C I-1) to Planned Community District, Planned Airpark Core, Airpark Mixed-Use Residential (P-C PCP AMU-R) to accommodate an amendment to the original development plan (13-ZN-2020) to allow for +/- 2,552 multi-family residential units, a hotel, and retail on a +/- 41-acre portion of a +/- 68-acre site.
  - General Plan 2035 Land Use Designation Employment: Light Industrial/Office
  - Minor General Plan Amendment (3-GP-2023) Mixed-Use Neighborhoods Approved by City Council on November 19, 2024
- The CLAYTON on Earll (3-ZN-2024) A rezoning from Highway Commercial Downtown Overlay (C-3 DO) to Downtown / Downtown Multiple Use Type 2 Downtown Overlay (D/DMU-2 DO), to accommodate a new mixed-use residential project with +/-6,300 square feet of ground floor office space and +/-89 upper-level dwelling units on a +/- 2.93-gross-acre site.
  - General Plan 2035 Land Use Designation Mixed-Use Neighborhoods Approved by City Council on December 3, 2024

#### Advance Innovation & Prosperity

- Cosanti Commons (aka Sundown Commons) (6-ZN-2023) A rezoning from Central Business (Conditional), Parking District (C-2 (C) / P-4) to Planned Unit Development, Planned Shared Development Overlay (PUD PSD), including approval of a Development Plan with Amended Development Standards, to accommodate a new mixed-use project consisting of +/- 79,200 square feet of existing commercial buildings and a new three-story, +/- 345,000 square foot, multi-family residential building with +/- 196 units on a +/- 8.6 gross acre site.
  - General Plan 2035 Land Use Designation Commercial
  - Minor General Plan Amendment (2-GP-2023) Mixed-Use Neighborhoods Approved by City Council on December 3, 2024
- Mercado Village (1-ZN-2024) A rezoning from Commercial Office, Planned Community District (C-O PCD) to Planned Unit Development, Planned Community District (PUD PCD) on +/- 2 acres of the overall +/- 6.64-acre site, including approval of a Development Plan on the entire site, to accommodate a new mixed-use project consisting of 255 multi-family units and +/- 13,000 square feet of co-work and live-work space.
  - General Plan 2035 Land Use Designation Mixed-Use Neighborhoods / Commercial
  - Minor General Plan Amendment (1-GP-2024) Mixed-Use Neighborhoods Approved by City Council on December 4, 2024
- Fairmont Scottsdale Princess Hotel Master Plan Update (5-ZN-2015#2) A zoning action that amended the previously approved development plan, including Amended Development Standards, resulting in an increase in the number of hotel guest rooms, on a +/- 66-acre site zoned Planned Community District, Central Business (P-C C-2).
  - General Plan 2035 Land Use Designation Mixed-Use Neighborhoods Approved by City Council on December 4, 2024.

#### **ZONING ACTION LOCATION MAP**

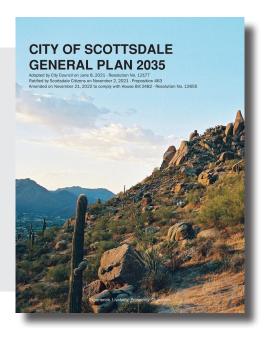


# SECTION 2 - GENERAL PLAN AMENDMENTS

The General Plan is designed to be a broad, flexible, living document that is legally amendable. There are many decisions and events that compel it to respond to the changing conditions, needs and desires of the community. It can be revised through city-initiated amendments, citizen/property owner requests, or referenda (citizen petition and vote). Ultimately, the decision to amend the General Plan is in the hands of the City Council.

Arizona Revised Statutes require each city to establish criteria to determine if a proposed change to the General Plan Land Use Element qualifies as a 'major' amendment. Per state statute, a 'major' amendment is defined 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." For Scottsdale, an amendment to the General Plan shall be defined as a major amendment if it meets any one of the following criteria:

- Change in General Plan Land Use Category Criteria
- Area of Change (Acreage) Criteria
- Character Area Criteria
- Water/Wastewater Infrastructure Criteria
- Change to the Amendment Criteria and/or Land Use Category Definitions Criteria
- Growth Area Criteria
- General Plan Land Use Overlay Criteria
- Exceptions to the General Plan Amendment Criteria



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 minor General Plan amendment. Per statutory requirements, both major and minor General Plan amendments are received and reviewed at any time during the year; however, a minor General Plan amendment requires a simple majority (4 out of 7) vote, while a major General Plan amendment requires additional opportunities for public involvement through public hearings as well as a 2/3 majority (5 out of 7) vote for approval by the City Council.

For 2024, five minor amendments were reviewed through the public hearing process, with no major amendments submitted.

## MINOR GENERAL PLAN AMENDMENTS: 🚨 💐 🚳 🞢









The following are minor General Plan amendments adopted by City Council in 2024, found on General Plan Amendment Map (page 79):

Old Town Character Area Plan Amendment - Phase 2 (5-GP-2021#2) — City Council approved a minor amendment to the City of Scottsdale General Plan 2035 to adopt Phase 2 updates to the Old Town Scottsdale Character Area Plan (OTSCAP) in conjunction with, and updates to, the city's Zoning Ordinance. Updates were initiated in 2021 when City Council directed staff to begin a public outreach effort to reexamine the OTSCAP, affected sections of the city's Zoning Ordinance, and the Old Town Urban Design and Architectural Guidelines. Staff utilized the major themes collected from public outreach, as well as input from Planning Commission and City Council to draft updates. Phase 1, approved by City Council on October 24, 2023, focused on vision and values, mixed-use development, public open space areas, and quality (re)development. Phase 2 focused on development types, bonus development standards, development flexibility, and ensuring that bonus provisions, if granted, provide better-defined and more meaningful public benefits.

Approved by City Council on February 2, 2024

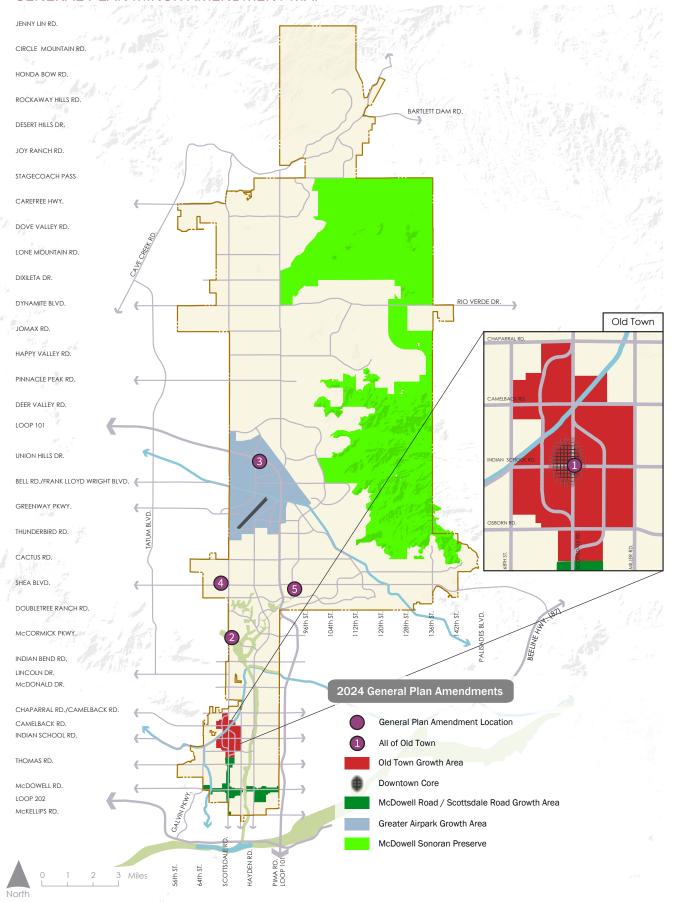
- Parkway Plaza (4-GP-2022) City Council approved a minor amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Employment: Office to Commercial on a +/- 1.86-acre site located at 7400 E. McCormick Parkway.
  - Rezoning (9-ZN-2022) Page 72 Approved by City Council on September 24, 2024
- 3 Axon (3-GP-2023) City Council approved a minor amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Employment to Mixed-Use Neighborhoods and a minor amendment to the Greater Airpark Character Area Plan 2010 Future Land Use Map to change the land use designation from Employment (EMP) to Airpark Mixed-Use – Residential (AMU-R) on a portion of a site located near Hayden & Loop 101 Freeway.
  - Rezoning (13-ZN-2020#2) Page 73 Approved by City Council on November 19, 2024

#### General Plan Amendments

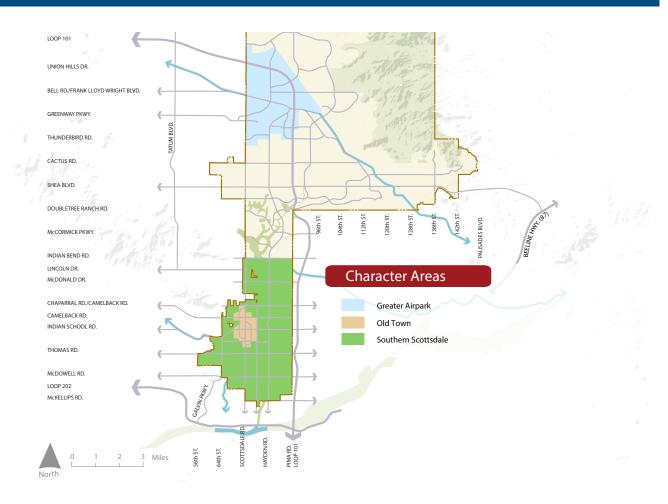
- Cosanti Commons (aka Sundown Commons) (2-GP-2023) City Council approved a minor amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Commercial to Mixed Use Neighborhoods on a +/- 8.6 gross acre site located at 7000 E. Shea Boulevard.
  - Rezoning (6-ZN-2023) Page 74
     Approved by City Council on December 3, 2024
- Mercado Village (1-GP-2024) City Council approved a minor amendment to the City of Scottsdale General Plan 2035 to change the land use designation from Commercial to Mixed-Use Neighborhoods on +/- 2-acres of an overall +/- 6.64-acre site located at 10299 N. 92nd Street and 10301 N. 92nd Street.
  - Rezoning (1-ZN-2024) Page 74
     Approved by City Council on December 4, 2024

### **General Plan Amendments**

#### GENERAL PLAN MINOR AMENDMENT MAP



# **SECTION 3 - CHARACTER AREA PLANS**



The City of Scottsdale has a long history of using area-based plans that speak to the goals and special attributes of specific, identifiable and functional portions of the city. Accordingly, Character Area Plans ensure that quality of development and consistency of character implement the Scottsdale General Plan at the character area level, all within the context of community-wide goals.

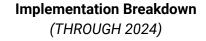
General Plan 2035 identifies eleven (11) areas within the city intended to have specific Character Area Plans. As of today, seven (7) character area plans have been adopted — Cactus Corridor (1992), Shea Area (1993), Desert Foothills (1999), Dynamite Foothills (2000), Greater Airpark (2010), Southern Scottsdale (2010), and Old Town Scottsdale (2018). Two of these character areas are also designated as Growth Areas in the General Plan — Greater Airpark and Old Town Scottsdale. The remaining Growth Area — McDowell Road / Scottsdale Road — is encompassed by the Southern Scottsdale Character Area. These three (3) Character Areas are highlighted because they contain the highest concentration of development within Scottsdale, and thus, where much implementation of the General Plan occurs.

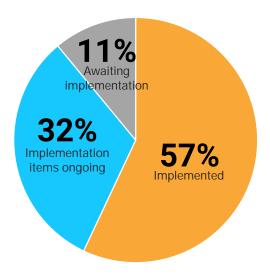
This section presents year-over-year Character Area implementation and is focused solely on 2024 accomplishments.

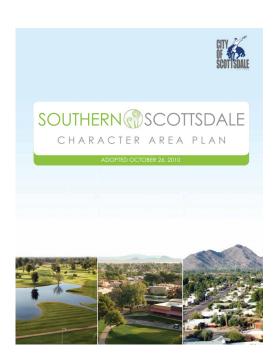
## SOUTHERN SCOTTSDALE CHARACTER AREA

The Southern Scottsdale Character Area is located within the southern-most portion of Scottsdale, encompassing 14.98 square miles and entirely surrounding Old Town Scottsdale. More specifically, Southern Scottsdale is bounded on the north by Indian Bend Road, on the east by the Salt River Pima-Maricopa Indian Community, on the south by the City of Tempe, and on the west by the City of Phoenix and the Town of Paradise Valley.

The Southern Scottsdale Character Area Plan is a policy document that offers guidance to the community regarding future growth and development decisions, acting as a framework for citizens, business owners and public officials to come together and ensure that revitalization and redevelopment fulfills the community vision and values for this portion of Scottsdale. Since adoption of the Southern Scottsdale Character Area Plan in 2010, approximately 57% of all items have been implemented; however, it should be noted that an additional 32% are items that are typically implemented on an ongoing basis.







#### **SOUTHERN SCOTTSDALE HIGHLIGHTS (2024):**

#### Roadway, Bicycle & Pedestrian Improvements 👄

The city has entered the design phase to construct a 6-foot wide sidewalk on both sides of 68th Street from the Arizona Canal to just south of Camelback Road. This project was created in response to a citizen request and was added to the city's capital improvement plan by the City Council. In 2024, the city held a public meeting at Scottsdale Stadium and met one-on-one with property owners whose homes front 68th Street. The new sidewalks will improve safety by moving pedestrians out of the street and will offer connections to the Arizona Canal path and popular Old Town destinations. The project will include asphalt improvement and restriping on the street surface. The road will be restriped to its current lane configuration of one lane in each direction. A street light study and storm drain improvements will also be completed.



68th Street looking toward the Arizona Canal path and Indian School Road.

#### Reinvestment & Revitalization 🍶 🎰 🎢

[Circulation, Bicycling Elements; Implementation Program]

The Southern Scottsdale Character Area Plan encourages mixed-use development along regional corridors and reinvestment that updates or replaces aging commercial properties. The Southern Scottsdale community recognizes the need to encourage this mixture of economic activities as a path to enhance and expand its economic future. The following projects are examples of reinvestment and revitalization in the Southern Scottsdale Character Area.

Starbucks (32-DR-2021)



E McDowell Road / N Hayden Road

QuikTrip (50-DR-2011#2)



E McDowell Road / N Pima Road

Chipotle (32-DR-2021)



E McDowell Road / N Hayden Road

The **Trail West** project (Case 11-DR-2019) revitalized an existing shopping center built in the 1960s with substantial renovations. two new restaurants and the relocation of a Polynesian style building designed by Ralph Haver which was formerly a Dairy Queen at 64th St and McDowell. Improvements to the shopping center focused on maintaining and highlighting the mid-century character, and new construction replaced an aging car wash operation. One of the new restaurants, the Eleanor, is named in honor of the original proprietor of the Polynesian Dairy Queen. The goal of the project was to create an authentic neighborhood center and treasured South Scottsdale gathering place. The center is filled with locally owned and operated businesses.



Oliver's, north of Hayden Road and E Thomas Road

The Miller and McDowell Townhomes project (Case 34-DR-2018) consists of 16 three-story condominium units and was completed in 2024 on an infill parcel that had been vacant since the 1970s. The building elevations incorporate a linear design with vertical and horizontal planer differentiation to create visual interest and a contemporary appearance. A unique feature is a roof deck for each unit that provides additional private open space for residents with panoramic views. In alignment with the city's Sensitive Design Principles and goals of the Southern Scottsdale Character Area Plan (SSCAP), the project is compatible in size and massing to existing development in the area, and colors are representative of the surrounding southwest desert context.

[Character & Design, Growth Areas, Economic Vitality Elements]

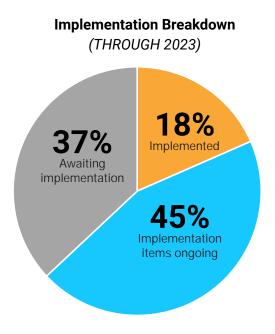


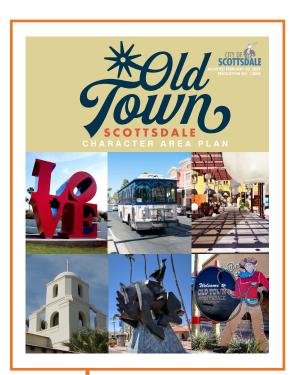
Miller and McDowell Townhomes, south of E McDowell Road and N Miller Road

## OLD TOWN CHARACTER AREA

Old Town Scottsdale is the commercial, cultural, civic, and symbolic center of the community, comprised of districts that operate together as a highly functional mixed-use center. Surrounded by the Southern Scottsdale Character Area, Old Town is generally bounded by Chaparral Road to the north, Earll Drive to the south, 68th Street to the west, and Miller Road to the east.

The Old Town Scottsdale Character Area Plan is a policy document that establishes the vision for downtown and provides the basis for decision making over the next twenty years. The plan contains explanatory goals, policies, and illustrative graphics to articulate and act as a bridge between the vision for Old Town Scottsdale and the implementation programs necessary to achieve the vision. Since 2018, 18% of all items have been implemented; however, it should be noted that an additional 45% are items that are typically implemented on an ongoing basis.





#### **OLD TOWN HIGHLIGHTS (2024):**

Old Town Scottsdale Character Area Plan Update and Zoning Ordinance Amendment At their August 24, 2021 meeting, City Council initiated a minor General Plan amendment to update the Old Town Scottsdale Character Area Plan (Case 5-GP-2021). City Council directed staff that any amendments, through subsequent public outreach and public hearings, consider the topics of Vision & Values, Quality Development, Open Space, Mixed-Use Development, Development Types & Building Height, Development Flexibility, and Bonus Provisions.

Consequently, City staff conducted public outreach throughout 2022 to help inform all updates to the Old Town Scottsdale Character Area Plan and Downtown Sections of the Zoning Ordinance. To date, the following has been achieved:

#### 2023

- City Council's adoption of **Resolution No. 12746** repealing Resolution No. 8370, which prospectively terminated the Downtown Infill District and Downtown Infill Incentive Plan (Case 1-II-2010#3)
- City Council's adoption of **Resolution No. 12745** adopting a minor amendment to the Scottsdale General Plan 2035, thereby amending the Old Town Scottsdale Character Area Plan (OTSCAP) and amending references to the OTSCAP in Scottsdale General Plan 2035, (collectively referred to as the **Phase 1 Updates**, Case 5-GP-2021).

#### 2024

■ City Council's adoption of **Resolution No. 13008** adopting a minor amendment to the Scottsdale General Plan 2035, thereby amending the OTSCAP and references to the OTSCAP in Scottsdale General Plan 2035, (collectively referred to as the **Phase 2 Updates**, Case 5-GP-2021#2).

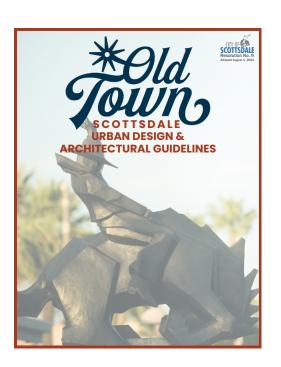
#### **Phase 2 updates** addressed the topics of:

- Development Types: Designations, locations and transitions
- Zoning Ordinance base and discretionary bonus development standards
- Development flexibility
- Bonus provisions, if granted, providing better-defined and meaningful public benefits
- City Council's adoption of **Ordinance No. 4629** amending the Zoning Ordinance for the purpose of aligning associated sections, definitions and references regarding Downtown, Downtown Overlay, Planned Block Development Overlay District and Special Public Improvements with amendments to the OTSCAP (**Text Amendment**, Case 1-TA-2021).

# Old Town Scottsdale Urban Design & Architectural Guidelines (UDAG) Amendment ♣ ♠ ᡤ

The UDAG are utilized by landowners, tenants, development teams, city staff, the Development Review Board, Planning Commission, City Council and community members to publicly review physical development proposals. Since the UDAG work in conjunction with the Old Town Scottsdale Character Area Plan (OTSCAP) and the city's Zoning Ordinance, a focused update to the Guidelines was initiated by the Development Review Board in June 2024 to ensure the community's aesthetic vision for Old Town Scottsdale aligns with other City Council-adopted amendments. As such, the UDAG amendments serve to advanced those concepts adopted through prior OTSCAP and Zoning Ordinance updates (Cases 5-GP-2001, 5-GP-2001#2 and 1-TA-2021).





#### Reinvestment & Revitalization 🍱 🎰 🎢

The Old Town Scottsdale Character Area Plan (OTSCAP) underscores Old Town's role as a destination for arts, culture, retailing, entertainment, tourism, events and major employment. A mix of land uses supported by sensitive planning, architecture and urban design goals ensure a continually vital and sustainable downtown. The following projects are examples of reinvestment and revitalization in the Old Town Scottsdale Character Area.

The **Scottsdale Residences** project (Case 8-DR-2017#2) was completed in 2024 and consists of 121 multi-family units and nine for-sale townhome units at the corner of 69th Street and Main Street. In alignment with the OTSCAP and UDAG, the transformation of this site from a collection of aging commercial buildings to an urban residential development complements the area's mixed-use character. An active streetscape with access, shade and visibility enriches the pedestrian experience and encourages the use of sidewalks to enjoy nearby commercial and cultural destinations. The design appropriately incorporates dynamic architectural features and details that are context-sensitive while promoting a progressive southwestern character.



Scottsdale Residences, N 69th Street and E Main Street

The **Caesar's Republic** project (Case 30-DR-2019) included a new 11-story-tall boutique hotel with approximately 233 quest rooms, a restaurant, bar and event space. The design of the building follows the geometry of the site with a sweeping concave tower that not only provides visual interest with a simple contemporary design to blend with the surrounding architectural character but also reduces the overall massing of the building impact as it relates to the adjacent lower scaled neighborhoods. In further accordance with the OTSCAP and UDAG, the streetscape is emphasized and activated with the positioning of the patio dining area and pathways through open green space. In response to concerns from area residents, many design features were incorporated to mitigate potential sound impacts.



Caesar's Republic, N Goldwater Boulevard and E Highland Avenue

[Character & Design, Growth Areas, Economic Vitality Elements; Implementation Program]

#### **NCAA Men's Final Four**

As a community partner to the NCAA Men's Final Four Local Organizing Committee, the Marshall Way Bridge was transformed into Old Town Scottsdale's Home Court and titled the "Canaly-oop,". The area became the temporary home of a sports court, a 25x15-foot "live" NCAA tournament bracket board, oversized basketball hoops and a 13-foot cactus hoop basketball statue, graphically designed by local artist Paul Molina. Six oversized basketballs floated in the canal itself, completing the area's transformation. Three event days attracted about 5,000 visitors to that area and more than 23,000 visitors over the course of the 2.5 weeks the installation was in place.

[Arts, Culture & Creative Community, Economic Vitality, Healthy Community, Tourism Elements]



Six oversized basketballs floated in the canal.

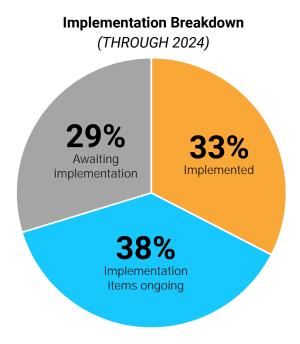


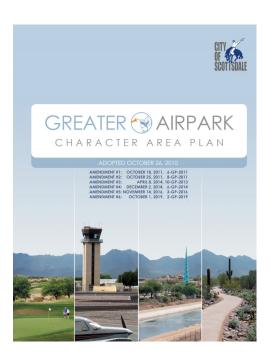
Visitors explored the "Canaly-oop."

## GREATER AIRPARK CHARACTER AREA

The Greater Airpark contains the largest industrial-zoned area within the City of Scottsdale and is recognized nationally as a model for airport-based business parks. Additionally, it is the location of some of the largest special events attended in the city, such as the WM Phoenix Open, the Barrett Jackson Auto Auction and the Arabian Horse Show.

The Scottsdale General Plan designates the Greater Airpark as a Growth Area — meaning it is an area of the community that is most appropriate for development focus. In Growth Areas, the city can focus on improvements that will support a planned concentration and variety of land uses at the greatest intensity and density. Since adoption of the Greater Airpark Character Area Plan in 2010, 33% of programs and initiatives listed in the Implementation Program have been completed; however, it should be noted that an additional 38% are items that are typically implemented on an ongoing basis.





#### **GREATER AIRPARK HIGHLIGHTS (2024):**

#### Top Ranking for Scottsdale Airport 🖴 🎕 🎢

Scottsdale Airport has retained a spot as one of the top 10 airports for domestic business jet operations according to the Federal Aviation Administration Business Jet Report. This notoriety was garnered among airports with more than one runway, like Teterboro Airport, Dallas-Fort Worth International Airport and Palm Beach International Airport.

[Circulation, Economic Vitality, Growth Areas, Tourism Elements]

#### Airport Master Plan Update 🖴 🎕 🎢

Scottsdale Airport initiated an 18-month master plan project to guide its future maintenance, development and operation. This proactive document which identifies and plans for future facility needs will include an economic benefit analysis and an airport sustainability management plan.

[Circulation, Economic Vitality, Growth Areas, Tourism Elements; Implementation Program]

#### Reinvestment & Revitalization 🛂 🚳 🎢



The Greater Airpark Character Area Plan conceptualizes the Greater Airpark as a multi-faceted hub of commerce, employment, aviation, tourism and recreation, as well as a center for growth in Scottsdale. Mixed-use corridors, activity centers, diverse housing types, and public spaces support a highly functioning employment area and encourage continued economic success. The following projects are examples of reinvestment and revitalization in the Greater Airpark Character Area.

Jet Aviation, one of three fixed-base operators at the airport, completed the new Net Jets facility (Case 52-DR-2021) which will serve as an exclusive-use, maintenance service hub facility featuring a 30,000 square foot hangar, support space and 12,000 square feet for offices and terminal building. The development fulfills the goals and policies of the Greater Airpark Character Area Plan by integrating high quality, vibrant architecture and enhancing the Scottsdale Airport as the preeminent, upscale aviation facility in the metropolitan area.



Net Jets, east of E Greenway Road and N 78th Street

#### Greater Airpark Area

**Overture North Scottsdale** (4-DR-2021) is a minimal residential healthcare facility completed in 2024 which revitalized a once vacant, underutilized parcel on 90th Street, just north of Raintree Drive and east of the Loop 101 freeway. The building, which is centrally located on the site, includes dwelling units, a large courtyard, shared dining and healthcare services. The Spanish Mission architectural design complements the various styles of the Greater Airpark area. The development fulfills the goals and policies of the Greater Airpark Character Area Plan by providing additional housing options and promoting sustainable transportation options that meet the needs of the community.



Overture North Scottsdale, N 90th Street and E Raintree Drive



Overture North Scottsdale, Credit: Greystar

[Character & Design, Growth Areas, Economic Vitality Elements]

#### Movie Night at Scottsdale Airport 🧘 🎕 🗃

Co-hosted by Volanti Restaurant and Lounge, with sponsorships from Atlantic Aviation, Jet Aviation and Signature Aviation, movie nights at Scottsdale Airport provided new opportunities for the community to visit the area in a unique way. The event in November had over 500 attendees, food trucks and a live band.

[Growth Areas, Economic Vitality, Tourism Elements]



A movie night at the airport welcomed over 500 attendees.

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Greater Airpark Area

## SECTION 4 - IMPLEMENTATION PROGRESS REPORTING



As required per state statute, this Annual Report was rendered to assess the status of the General Plan and progress of its implementation. The Implementation Chapter (Chapter 8) of the General Plan includes the following tables which delineate programs that bring the General Plan to life and are categorized according to the Community Values.

It is assumed that all programs listed will be reviewed and updated to conform to applicable General Plan elements. Other programs may be created or updated that are not listed but are still intended to implement the General Plan over its 20-year lifespan. Timeframes are general, expected timeframes. Not all goals and policies may be implemented at one time due to the long-term nature of the plan and budgeting/funding requirements. The City Council may also choose to fund or not fund programs at any time. Per the Community Involvement Element and state and local laws, community input will be a part of many of these implementation programs.



Actions and events highlighted in this report that align with delineated programs were identified and cross-referenced as an Implementation Program. The symbology in the legend below is used in the following tables to reiterate the progress status.

#### **■ IMPLEMENTED**

Indicates the one-time completion of an Implementation Program

#### ONGOING IMPLEMENTATION

Indicates the completion of an ongoing Implementation Program

#### **■ IMPLEMENTATION TIMING ENVISIONED BY GENERAL PLAN 2035**

Indicates an Implementation Program awaiting completion

Items not mentioned in this report but denoted as implemented were completed during the drafting of General Plan 2035 or in previous years. Future implemented items will be reported in this annual document.

CHARACTER & CULTURE						
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Airport Part 150 Program Implementation	C, CD, EV, LU, S				•	Airport
Arts & Cultural Ordinances Update	ACC, CD, GA, LU, T					Planning & Development
Arts/Cultural Strategic/Master Planning	ACC, EDU, EV, GA, HC, LU, T	•			•	Contracted Agency
Character Area Plans- Prioritize/Create New	CD, GA, LU, OS					Planning & Development
Character Area Plan Implementation	C, CD, EV, GA, LU, OS					Citywide
Crime Prevention through Environmental Design (CPTED) Program	ACC, CD, CONSV, CRR, EDU, H, LU, NPR, S				•	Police, Planning & Development
Design Guidelines (e.g., Sensitive Design Principles, Visually Significant Roadways, Gateways)	ACC, C, CD, CONSV, CRR, EP GA, HC, LU, NPR, OS, PB					Planning & Development
Design Standards & Policies Manual Update	CD, OS, EP, CONSV, ACC, LU, H, NPR, EV, PB, HC, C					Planning & Development
Development Review Process Refinement	ACC, CD, CI, COD, CONSV, CRR, EP, EV, H, HC, LU, NPR, OS					Planning & Development
Historic & Archaeological Preservation Programs/Update	ACC, CD, CRR, EDU, EP, EV, GA, H, LU, NPR, OS, T					Planning & Development
Zoning & Related Code Updates (e.g., Land Division, Building Codes) (see Implementation Tools section for further detail)	ACC, CD, COD, CRR, EV, EP, GA, H, HC, LU, NPR, OS, S, T	(2023)				Planning & Development

Element Legend
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	SUSTAINABIL	ITY & EN	VIRONM	ENT		
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible
Assured Water Supply	EV, S, WR	1-0	5-10	10-20	Periodic	Agency Water Resources
Drought Management Plan Updates	WR, S		•			Water Resources
Energy Efficiency & Clean Fuel Updates	CD, CRR, E, EP, H, LU					Environmental Initiatives
Green Building Program/ Energy & Building Code Review/Update	CD, CONSV, CRR, E, EP, GA, H, HC, NPR, PB					Environmental Initiatives
Heat Mitigation Plan	CD, CONSV, EP	(2024)				Environmental Initiatives
Infrastructure Improvements Plan	COD, CONSV,CRR, EV, GA, OS, PSF					Water Resources
Integrated Water Resources Master Plan Update	COD, CONSV,CRR, EP, LU, WR	•				Water Resources
Scottsdale McDowell Sonoran Preserve Land Acquisition	ACC, EP, EV, LU, OS, R, T				•	Preservation
Scottsdale McDowell Sonoran Preserve Access Improvements	ACC, CONSV, HC, EP, EV, LU, NPR, OS, R, T					Community Services, Preservation
Native Plant Ordinance	CD, CONSV, EP, GA, H, HC, NPR, OS					Planning & Development
Net-Zero Energy Strategic Plan	CRR, E, EP,LU	(2024)				Environmental Initiatives
Recycling/Solid Waste Programs Review/Update	COD, CONSV, E, EP, PSF					Solid Waste
Stormwater Program & Master Plan Update	CRR, CONSV, EP, LU, OS, PSF, S		-			Stormwater
Sustainability/Resiliency Plan	CD, CONSV, E, EP, EV, GA, H, HC, LU, OS, PB	(2024)				Environmental Initiatives
Amend Code and Ordinances to align with Sustainability Plan	CD, CONSV, E, EP, EV, GA, H, HC, LU, OS, PB					Environmental Initiatives
Water Conservation Program	CONSV, EP					Water Resources
Water Quality Reporting	CI, CONSV, EP, WR					Water Resources

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# Implementation Progress Reporting

	COLLABORATION & ENGAGEMENT							
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency		
Community Survey	CI, HC, S					Administration		
City Public Participation Manual	CI, HC	(2023)				Administration		
Community Outreach Programs	ACC, B, C, CD, CI, CONSV, CRR, E, EDU, EP, H, HC, NPR, OS, S					Citywide		
Community Visioning	ACC, CD, CI, EDU, HC, T					Planning & Development		
General Plan 5-year & Annual/Reports	CD, CI, EV, LU, T					Planning & Development		
City Council Annual Priorities/ Organization Strategic Plan	All					Citywide		
Public Involvement Plans for projects	ACC, C, CI, CRR, EP, H, HC, R					Private Sector		
Public Notification Requirements Update	ACC, CI, CRR, H, HC, LU					Planning & Development, Neighborhood Services		

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	COM	MUNITY	WELL-BE	EING		
Drogram	Elements	Years	Years	Years	On-Going/	Responsible
Program	Implemented	1-5	5-10	10-20	Periodic	Agency
ADA Program	ACC, C, CD, CRR, EDU, H, HC, PB, PSF, R					Citywide
CDBG Strategic Action Plan	CRR, H, HC, LU, PSF, R					Human Services
Community Health Assessments	EP, H, HC, LU, NPR, PB, S		•			Healthcare Providers, Planning & Development, Neighborhood Services
Community Services Master Plan Review/ Update	ACC, COD, EV, HC, LU, NPR, OS, R, PB, PSF					Community Services
Diversity and Inclusion Programs	ACC, CI, EDU, H, HC, PSF, R, T					Administration
Emergency Management Plan & Program	CD, EDU, HC, LU, NPR, S					Public Safety
Fair Housing Program	H, HC					Human Services
Fire Department Strategic and Standards of Coverage Plans	CONSV, COD, CRR, EV, HC, LU, NPR, PSF, S, T					Fire
Gardens, Farmers Markets Code Updates	HC, LU, NPR					Planning & Development, Neighborhood Services
Hazardous Materials Compliance Program & Planning	CONSV, EP, PSF, S					Environmental Initiatives

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## Implementation Progress Reporting

	COM	MUNITY	WELL-BE	ING		
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Housing/Human Services Programs and Consolidated Plan Update	ACC, COD, CRR, EV, H, HC, NPR, PSF, R					Human Services
Housing Rehabilitation Programs Review	CRR, H, HC, NPR					Human Services
Parks & Recreation Master Plan Review/ Update	ACC, B, C, COD, EDU, EP, EV, GA, LU, OS, NPR, PSF, R, T		(2024)			Parks & Recreation
Police Department Strategic Plan	B, CI, COD, EDU, EV, HC, LU, NPR, PSF, S, T					Police
Residential Healthcare Facility/Adult Care Home Codes/Policies Update	LU, EV, H, HC	•		•		Planning & Development, Human Services
School District & Regional Safety Coordination	B, C, EDU, HC, NPR, S					Public Safety
Senior Services Programs	ACC, EDU, H, HC, R					Community Services
Strategy for Preservation & Creation of High-Quality, Safe, and Affordable Housing	ACC, CRR, H, HC, LU					Human Services
Trails Master Plan Review/Update	B, C, EP, EV, GA, HC, LU, NPR, OS, R, T	(2022)				Community Services

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	CONNECTIVITY							
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency		
Airport Master Plan Update	C, COD, EP, EV, LU, PB, PSF, S, T		•		7 61164.16	Airport		
Bicycle Program	B, C, CRR, EDU, EP, EV, GA, HC, LU, NPR, R, S, T					Transportation		
Old Town Scottsdale Bicycle Master Plan	B, C, CRR, EP, EV, GA, H, HC, LU, NPR, PSF, T	(2021)				Transportation		
Transit Program	B, C, CRR, EP, EV, GA, H, HC, LU, NPR, PSF, T					Transportation		
Transportation Action Plan Update	B, C, COD, CRR, EDU, EP, EV, GA, H, HC, LU, NPR, OS, PSF, S	(2022)				Transportation		

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	RE	VITALIZ	ATION			
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
Asset Management Programs	ACC, CD, CRR, E, EV, GA, NPR, PB, R					Public Works, Water Resources
Capital Improvement Plan/Program	ACC, C, COD, CRR, EV, HC, LU, NPR, OS, PB, PSF, R, S, T					Public Works
City Facilities Master Plan	ACC, HC, PB, EV, R, C, PSF, CRR, COD, E					Public Works
Community-Building & Neighborhood Organization Programs	ACC, CRR, EDU, H, HC, NPR, PSF					Neighborhood Services
Community Policing Programs/Update	CI, HC, NPR, S					Neighborhood Services, Public Safety
Development & Demographic Forecasting/Analysis	ACC, C, CD, CI, COD, CRR, EV, GA, H, HC, LU, OS, PSF, R, T					Planning & Development
Fiscal Sustainability Analysis	ACC, CI, COD, CRR, EV, GA, LU, OS, PSF, R, T					Economic Development, Planning & Development
Impact & Development Fees Update	COD, H, NPR, OS, R					Planning & Development, Water Resources, City Treasurer's Office
Library Programs	ACC, COD, EDU, GA, HC, PSF, R, T					Library
Neighborhood Planning Program	ACC, H, HC, LU, NPR			•		Neighborhood Services, Planning & Development
Neighborhood Preservation & Conservation Programs Development/Update	ACC, CD, CI, CRR, EV, GA, H, HC, LU, NPR, OS					Planning & Development, Neighborhood Services
Property Maintenance Code/Code Enforcement Program Review/Update	CD, CRR, EP, H, NPR, S					Neighborhood Services

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	INNOV	ATION	& PROS	PERITY		
Program	Elements Implemented	Years 1-5	Years 5-10	Years 10-20	On-Going/ Periodic	Responsible Agency
After-School Program	ACC, EDU, HC, PSF, R				•	Community Services, Parks & Recreation
Business Attraction/ Retention Programs	ACC, C, CRR, EV, HC, LU, NPR					Economic Development
Competitive Position Analysis	ACC, EV, HC, LU, T	•				Economic Development
Economic Development Strategic Plan Update	ACC, CRR, EV, GA, H, HC, LU, NPR	(2021)				Economic Development
High Performance and Innovation Initiative	All					City Manager's Office
Lifelong Learning Programs	ACC, CI, EDU, HC, PSF, R					Community Services, Human Services, Library, Parks & Recreation
Lodging and Visitor Statistics Studies	ACC, EV, HC, T					Tourism
School Readiness and Literacy Program	EDU, HC, PSF, R					Community Services, Human Services, Library
Smart Cities Strategic Roadmap	All	-				City Manager's Office
Tourism & Marketing Strategic Plan & Implementation	ACC, EV, HC, LU, OS, T					Tourism
Citywide Volunteer Program	ACC, CI, EDU, HC, PSF, R					Community Services, Neighborhood Services, Library, Parks & Recreation

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# **GENERAL PLAN ANNUAL REPORT JANUARY - DECEMBER 2024**

