



CITY OF SCOTTSDALE
GENERAL PLAN 2001
ANNUAL REPORT
JANUARY - DECEMBER 2016

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Neighborhood Services

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Water Resources

Transportation

Green Building

Scottsdale Art - Public Art

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OVERVIEW

Chaparral Park



PURPOSE

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

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

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

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

The purpose of this report is to review the advancement and implementation of the General Plan and to fulfill the state mandated requirement for annual review. The report provides a list of major accomplishments to illustrate how the General Plan has been implemented for the reporting period of January through December 2016.



FORMAT

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

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

- **Preserve Meaningful Open Space**
- **Enhance Neighborhoods**
- **Seek Sustainability**
- **Support Economic Vitality**
- **Advance Transportation**
- **Value Scottsdale's Unique Lifestyle and Character**

The second section describes State Statutes pertaining to the General Plan amendment process. Arizona Revised Statutes allow jurisdictions to establish major General Plan amendment criteria for their community and the report briefly describes Scottsdale's established criteria. This section of the report also lists and summarizes major and non-major General Plan amendments that were considered by the Scottsdale City Council between January-December of 2016.

SECTION 1 - IMPLEMENTATION



CITYSHAPE 2020

CITYSHAPE 2020 & THE SIX GUIDING PRINCIPLES

As part of the City's citizen involvement efforts to ensure a coherent vision, a comprehensive review of the General Plan called CityShape 2020 occurred in 1994. CityShape 2020 was an extensive educational and community outreach process responsible for reaffirming and improving the General Plan as an expression of the Shared Vision. Completed in 1996, the recommendations from the CityShape 2020 process included the Six Guiding Principles.

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

■ **Preserve Meaningful Open Space**

The city of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale.

■ **Enhance Neighborhoods**

Scottsdale's residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including rezoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.

■ **Seek Sustainability**

Scottsdale is committed to the effective management of its finite and renewable environmental, economic, social, and technological resources to ensure that they serve future needs.

■ **Support Economic Vitality**

Scottsdale is committed to the goal of supporting its existing economic strengths by targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community, which strengthen our ability to meet this goal.

■ **Advance Transportation**

The transportation system must be the backbone of Scottsdale, supporting its economy and serving and influencing its land use patterns in a positive way.

■ **Value Scottsdale's Unique Lifestyle and Character**

Scottsdale offers a superior and desirable Sonoran Desert lifestyle for its citizens and visitors. The preservation of this unique lifestyle and character will be achieved through a respect for our natural and man-made environment, while providing for the needs of our citizens.

GENERAL PLAN ANNUAL REPORT & THE SIX GUIDING PRINCIPLES

The General Plan Annual Report is intended to review the advancement and implementation of the General Plan. In years past, the report was formatted to align with the various elements and goals of the General Plan. This document was written so as to align more closely with the Vision of the General Plan. As such, the various actions and events realized through General Plan implementation have been aligned with the Six Guiding Principles.

Actions and events that occur over the course of a year are not always singular in terms of implementation, and in many instances implement various aspects of the General Plan. To address this, highlighted actions and events only show up once in the report - matched with one of the Six Guiding Principles to which it most closely aligns. Furthermore, actions that implement other Guiding Principles will be noted through the use of the colored squares (depicted below) that correspond with each of the Six Guiding Principles:

■ Preserve Meaningful Open Space

■ Enhance Neighborhoods

■ Seek Sustainability

■ Support Economic Vitality

■ Advance Transportation

■ Value Scottsdale's Unique Lifestyle and Character



McDowell Sonoran Preserve
Work Group



Sweetwater Neighborhood



Scottsdale Quarter
Crescent Apartments



Scottsdazzle



Bike to School 2016



Los Trompos

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

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

PRESERVE MEANINGFUL OPEN SPACE

McDowell Sonoran Preserve Gateway

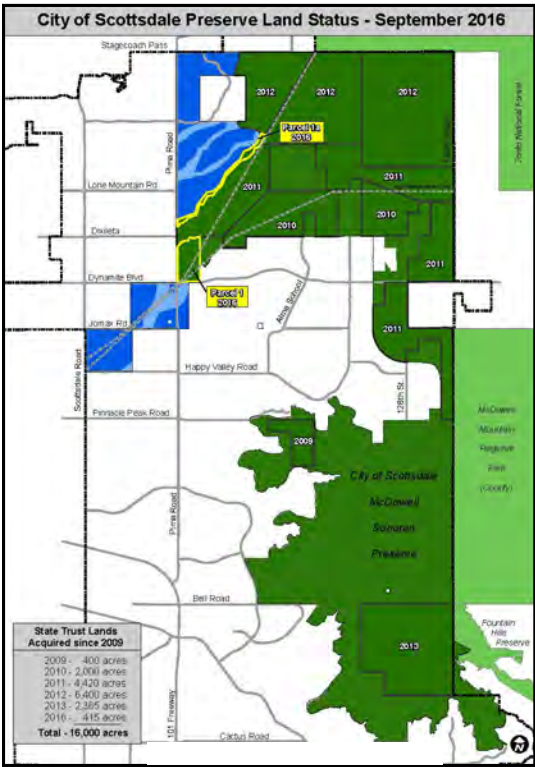


The City of Scottsdale is committed to promoting the acquisition, dedication, and setting aside of open space as a community amenity and in support of the tourism industry in Scottsdale. Open space includes, but is not limited to, open space for passive enjoyment and low impact recreational activities, open space for active recreational uses, and setbacks for vista corridors along major streets. The character and function of open spaces are different depending upon the character of the area within which they are located.

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

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

The following section of the report highlights actions and events that occurred in 2016 that implemented the Guiding Principle, *Preserve Meaningful Open Space*.



Pima & Dynamite, Granite Mountain & Fraesfield Trailhead Improvements

The Pima & Dynamite, Fraesfield and Granite Mountain Trailheads are three of the twelve trailheads that will provide public access to Scottsdale’s McDowell Sonoran Preserve. The City of Scottsdale moved forward, in 2016, with conservation plans for permanent improvements at all three locations. The trailhead facilities include basic support amenities such as restrooms, passenger vehicle parking areas, equestrian trailer parking and staging areas (hitching rails, water trough, mounting blocks), regulatory and interpretive signage, shaded seating areas, drinking fountains, and storage area for maintenance supplies. *(Cross-Reference Open Space & Recreation Element)*

State Land Acquisition

Scottsdale acquired 415 acres of land for its McDowell Sonoran Preserve at two state land auctions in September of 2016. The city was the only bidder, with the successful bid totalling \$30.4 million. Funding comes from money generated by two dedicated sales taxes approved by Scottsdale voters in 1995 and 2004. With this latest acquisition, Scottsdale’s McDowell Sonoran Preserve encompasses more than 30,500 contiguous acres – nearly 47 square miles. That achieves 90 percent of the long-range goal to preserve about 34,000 acres, nearly a third of the city’s land area. The lands are generally located east of Pima Road, west of the 104th Street alignment, north of Dynamite Boulevard and south of the Westland Road alignment, including the western edge of the Rawhide Wash corridor and a planned major trailhead near the intersection of Pima Road and Dynamite Boulevard. The proposed trailhead would provide access to planned and existing trails in the northwest region of the preserve. *(Cross-Reference Open Space & Recreation Element)*

October 2016 Open House at Brown's Ranch Trailhead



September 2016 Preserve Working Group Meeting



Trail Planning ■■

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

Resource Management Plans Updates ■■

The Ecological Resource Plan, Cultural Resource Master Plan, and Rock Climbing Plans were approved by the City Council in December 2016 per recommendations by the McDowell Sonoran Preserve Commission (MSPC). These three items give the City staff the appropriate tools to successfully manage the Preserve. The Cultural Resource Master Plan promotes the protection and interpretation of cultural resources in the Preserve for present and future generations. The Ecological Resource Plan (ERP) was developed by the McDowell Sonoran Conservancy Field Institute in partnership with the City. The purpose of the ERP is to ensure a science-based understanding of the plants, animals and biodiversity of the Preserve in a manner that promotes the long-term sustainability of those resources and the restoration of degraded lands. The Rock Climbing Plan was broadened to include the land area around Granite Mountain, using the Pinnacle Peak Park rock climbing guidelines as a starting point to manage climbing activities in this new area. *(Cross-Reference Open Space & Recreation, and Preservation & Environmental Planning Elements)*

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ENHANCE NEIGHBORHOODS

DC Ranch Home



Scottsdale's residential and commercial neighborhoods are a major defining element of this community. The quality of our experience as a Scottsdale citizen is expressed first and foremost in the individual neighborhoods where we live, work, and play. Scottsdale is committed to maintaining and enhancing our existing and future neighborhoods. Development, revitalization, and redevelopment decisions, including zoning and infrastructure planning, must meet the needs of our neighborhoods in the context of broader community goals.

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

The following section of the report highlights actions and events that occurred in 2016 that implemented the Guiding Principle, *Enhance Neighborhoods*.

Ennis Residence



Scottsdale Gardens



McFATE Brewing



Scottsdale Spirit Awards ■ ■

In January of 2016, Scottsdale’s Neighborhood Advisory Commission (NAC) invited the public at large to spread the Spirit of Scottsdale, by encouraging nominations for a Spirit Award for those properties that contribute to their surrounding neighborhood. For 2016, the focus was on properties (non-residential included) in the McDowell Road Corridor (generally described as Osborn Road south to the city’s limits). Spirit Award categories include: Single Family/Townhome, Multi-family/Condos/ Apartments, and Commercial properties. Nominees were evaluated by the NAC on the use of plants, texture, color and neighborhood context, marked improvements and overall appearance. Award recipients include:

- Single Family & Townhomes - Residence, Tom & Barb Ennis, 8124 E. Granada Road
- Multi Family, Condominiums, and Apartments - Scottsdale Gardens- 1217 N. Miller Road
- Commercial - McFATE Brewing, 1312 N. Scottsdale Road
(Cross-Reference Housing and Neighborhoods Elements)

Neighborhood Safeguarding ■

Based on International City Management Association (ICMA) data, Scottsdale was one of the fastest and most efficient Code Enforcement agencies for jurisdictions with more than 100,000 residents in 2016, with a 0.2 day average for a Code Inspector response to a complaint turned in by a citizen. In all, Scottsdale Code Enforcement issued 7,092 compliance notices and performed 25,386 inspections/re-inspections. As a result, 97.5% of cases were resolved through voluntary compliance by the property owner. *(Cross-Reference Neighborhoods Element)*

Neighborhood Protection ■

Using a proactive approach, Code Enforcement investigated 13,732 cases of which 10,128 or 74% were initiated by the Code Inspector. In addition, 510 graffiti sites were abated and 3,536 non-permitted signs were removed from the rights-of-way throughout the City. *(Cross-Reference Neighborhoods Element)*

SEEK SUSTAINABILITY



Daniel L. Krikorian House

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

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

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

The following section of the report highlights actions and events that occurred in 2016 that implemented the Guiding Principle, *Seek Sustainability*.

Regional Involvement ■ ■

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

- The Environmental Office Manager represents the East Valley cities on the Maricopa County Clean Air Council, and is the current Chair of the Maricopa Association of Governments' Air Quality Technical Advisory Committee. The Environmental Office along with the City Communications Department participated in successful county-wide "PM-2.5 Burn Cleaner, Burn Better" and "Ozone Reduction" campaigns.
- In 2016, the Environmental Office Manager was a coleader for a county-wide committee that is working on local standards for multiple cities' implementation strategies for Low Impact Development & Green Infrastructure as required in Municipal Separate Storm Sewer System (MS4) Permits. Low Impact Development and Green Infrastructure strategies are used to minimize stormwater pollution by treating the runoff near its source. This technique also incorporates the use of rainwater harvesting to passively support tree and plant growth.
- For the second year, the City's Solid Waste Department continued as a leading partner in the City of Phoenix and the ASU Walton Sustainable Solutions Resource Innovation and Solutions Network (RISN). This is a regional effort to redirect and reuse the valley's waste streams that are currently not deemed recyclable. This year's focus has been on green waste streams and is a component of Phoenix's regional 40% waste reduction by 2020 initiative. *(Cross-Reference Preservation & Environmental Planning Element)*



Green Building Program ■ ■

The number of Scottsdale designated green homes increased to 1,381 with the addition of 29 new single-family detached homes. The annual energy savings for the average size Scottsdale custom home (5,500 sq. ft.) is \$1,337.49. This represents a greenhouse gas reduction equivalent to removing 1.7 cars from the streets or 18,836 miles driven by an average passenger vehicle. Taken collectively, the annual energy savings for 1,381 green homes is \$1,847,073.69 with a greenhouse gas reduction equivalent to removing 2,348 cars from the streets. Besides the environmental benefits, the economic savings supports the local economy.

Scottsdale's Green Building Program checklist and verification process was updated in alignment with building codes and industry standards. 2016 residential program participants include:

- 11 single family custom and semi-custom homes
- Douglas Townhomes
- Envy Condos
- Equinox Apartments
- Plaza Osborn

City Facilities – Completion of LEED and Energy Star certified buildings:

- LEED Gold certified Museum of the West and Airport Operations Center
- Energy Star certified One Civic Center office building



Plaza Osborn

Creative Center of Scottsdale Solar



Green Rehab Program ■ ■

A new green housing rehabilitation program was developed in concert with the city’s community assistance office consisting of a green building spec sheet for the retrofit of existing homes involving energy efficiency improvements, water efficient plumbing fixtures, hot water delivery and indoor environmental quality. With Community Development Block Grant (CDBG) funding from the US department of Housing and Urban Development (HUD), the green rehab program was approved by City Council and launched in the summer of 2016. Building permits have been pulled and construction has commenced on the first 3 homes. *(Cross-Reference Preservation & Environmental Planning Element)*

Scottsdale Quarter Crescent Apartments



International Green Construction Code (IgCC) ■ ■

The IgCC continued to be offered as a community benefit in exchange for zoning bonuses (increased building height and density) in commercial mixed use zoning districts. The following multifamily and commercial projects received the IgCC green building designation in 2016:

- Scottsdale Quarter Crescent Apartments
- Scottsdale Quarter Office and Retail Building
- The TomScot Apartments
- The Creative Center of Scottsdale

(Cross-Reference Preservation & Environmental Planning Element)

Promotion & Outreach ■ ■

Promotion cards were created to showcase and solicit participation in the Green Building Program for single family dwellings, townhomes, multifamily and commercial projects. The cards are provided to the design and development community as part of the development review (DR) packets for commercial projects and at the development services counter for non-commercial projects. *(Cross-Reference Preservation & Environmental Planning Element)*

2016 Green Building Lecture



Green Building Lecture Series ■ ■

For the 18th consecutive year, the City provided a free monthly green building lecture series. Each lecture addressed one of many green building topics that demonstrate energy/resource efficient, healthy, and environmentally responsible building practices. Topics this past year included edible landscapes, smart energy and water technologies, cool roofs in the desert, roof top solar, green building innovations and incentives for home energy efficiency and water conservation improvements. With an average monthly attendance of 30, the lecture series continues to showcase Scottsdale's environmental initiatives. *(Cross-Reference Preservation & Environmental Planning Element)*

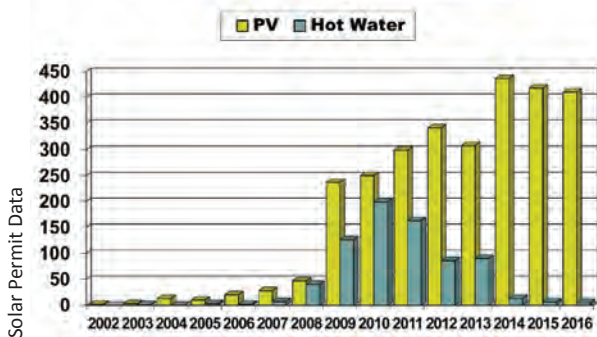
Building Code Updates: Energy/Water Efficiency & Indoor Environmental Quality ■ ■

The 2015 edition of building codes and green-related amendments were adopted on November 28, 2016 including the International Green Construction Code (IgCC) and International Energy Conservation Code (IECC). Amendments to the International Residential Code (IRC) and International Plumbing Code (IPC) encompass energy efficient lighting, water efficient plumbing fixtures, efficient hot water delivery, indoor air quality controls and solar ready roof zones. The new codes and amendments were supported by the Environmental Quality Advisory Board (EQAB) and the Building Advisory Board of Appeals (BABA). *(Cross-Reference Preservation & Environmental Planning Element)*

Solar Energy ■ ■

A total of 410 solar permits were issued for the installation of rooftop solar electric (PV) systems on primarily residential rooftops. The annual energy value for the average 6 kW system size of (9,798 kWh) is \$1,0622. This represents a greenhouse gas reduction equivalent to removing 1.5 cars from the streets or 16,503 miles driven by an average passenger vehicle. Taken collectively, the annual energy value for 410 installed PV systems is \$4,355,020 with a greenhouse gas reduction equivalent to removing 3,232 cars from the streets. Beside the environmental benefits, the economic savings supports the local economy. Coupled with lower system costs and improved battery storage technology, we expect to see continued demand for on-site solar energy systems. *(Cross-Reference Preservation & Environmental Planning Element)*

Solar Permits 2002 to 2016



Environmental Quality Advisory Board ■ ■

In 2016, the Environmental Quality Advisory Board worked on a number of issues such as providing advice to the Council and general public on school drop off and pick up idle reduction, and alternative water softening (salt free) technologies studies. Additionally, the Board has developed an Environmental Excellence Recognition program to recognize the environmental efforts of private businesses and other organizations. This year, the Board recognized the Scottsdale Hyatt Spa and Resort at Gainey Ranch as the first recipient of the award. Among other attributes, the Hyatt has the largest solar hot water system and green roof in the City. Finally, EQAB provided the City Council with an advisory of additional measures for consideration in regards to the projected drought in water supply from the Colorado River, and also produced an educational memorandum which resulted in Council directing Public Works staff to develop a solid waste & recycling “vision” and “strategic plan.” *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Regulatory Compliance Improvements ■ ■ ■

This year the Environmental Office restructured the City’s Environmental Compliance Management System to assist operations staff in effectively managing hazardous material & waste. Maricopa County Air Quality also administers permit requirements, pollution prevention programs and household hazardous waste collections and electronic recycling programs. The Office also led an effort to provide required plans to the United States Office of Homeland Security to protect the City’s possession of chlorine gas used to treat our public pools. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*



Tree City USA ■ ■ ■

Scottsdale earned its 34th consecutive “Tree City USA” recognition in honor of Arbor Day – the longest run of any city in the state. To obtain Tree City USA recognition, a community must adopt a tree ordinance; appoint a board, department, or commission to advise the city on urban forest issues; spend at least \$2 per capita on community forestry activities; and hold an Arbor Day celebration. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Regional Dust ■

Scottsdale actively participated in the Maricopa Association of Governments (MAG) Air Quality Technical Advisory Committee and the Maricopa County Air Quality’s rapid response planning for dust control in the region. The US Environmental Protection Agency accepted the MAG/ADEQ PM-10 5% Plan and declared that Maricopa County had achieved an attainment status for PM-10 (dust) pollution. Furthermore, Scottsdale maintained dust for 100% of City-managed surfaces, with no notification of non-compliance. *(Cross-Reference Preservation & Environmental Planning Element)*

Clean City ■

The Valley of the Sun Clean Cities Coalition and the State of Arizona recently recognized Scottsdale as a Clean Air Champion as part of the federal government’s initiative to reduce petroleum use. The initiative seeks to increase alternative and renewable fuel usage, improve fuel economy, and implement idle reduction and fuel-saving technology. Scottsdale has proactively increased its usage of compressed natural gas (CNG) and E-85 (increased ethanol fuel blend) as a means to add biodiesel, fuel savings and lower fleet engine emissions. *(Cross-Reference Preservation & Environmental Planning Element)*

Direct Irrigation Water Reuse ■ ■

Approximately 6.5 million gallons a day of recycled water from the Water Campus and Gainey Ranch Water Reclamation Plants helped the city meet irrigation demands for 24 golf courses. Renewable CAP raw surface water supplies supplemented recycled water to irrigate the golf courses and two city recreation facilities. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Water Supply & Quality ■ ■

In 2016, Scottsdale provided safe, reliable drinking water to over 90,000 accounts by maintaining and operating more than 2,000 miles of water lines, 4 treatment facilities, 43 reservoirs, 27 groundwater wells, more than 11,000 fire hydrants and thousands of valves, pump/booster stations and other equipment that make up the drinking water distribution system. By performing over 10,000 tests throughout the year on drinking water in the Water Quality Laboratory, all EPA requirements were met. In addition, 66 continuous, online analyzers monitored the drinking water throughout the distribution system and water treatment plants. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Recharging CAP Water ■ ■

Scottsdale, in partnership with Central Arizona Water Conservation District (CAWCD), recharged 12,000 acre-feet or 3.9 billion gallons of CAP water at the CAWCD Superstition Mountain Recharge Facility earning long term water storage credits. Participation in the recharge facility provides important economic and water management benefits for the City, as the water credits earned will be used to offset future groundwater pumping. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Safe Yield ■ ■

Scottsdale continues to achieve Safe Yield (recharging more water into the aquifer than pumped) for the 11th consecutive year by recharging 6.3 billion gallons of water in 2016. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*



Scottsdale Water Campus

Utility of the Future Today ■ ■

A global partnership of water sector organizations with input from the U.S. Environmental Protection Agency named Scottsdale Water as a recipient of the inaugural Utility of the Future (UOTF) Today Recognition Program. The program celebrates water and wastewater utilities that demonstrate exceptional performance and a commitment to advancing effective and sustainable practices that will help utilities across the sector. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Sustainable Waste System ■ ■

Scottsdale Solid Waste continued to provide quality and efficient services to our customers at the lowest possible cost. They also set many standards to help preserve and protect Scottsdale neighborhoods by:

- Utilizing the transfer station to reduce vehicle mileage and curtail emissions;
- Utilizing programs to remove discarded tires and shopping carts from streets and alleys and providing collection of household hazardous waste and electronics;
- Transferring 64% of the total amount of material collected by solid waste collection programs, using the Transfer Station at 84th Street and Union Hills as the transfer point; and
- Participating in a multi-city collaboration with Resource Innovation and Solutions Network (RISN) from Arizona State University.

The rising economic cost of transportation, handling and tipping fees, and the associated environmental costs have solid waste administrators searching for alternatives that will reduce cost and extract value from the green organic feed stock. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements and Enhance Neighborhoods)*

Landfill Diversion ■ ■

Scottsdale began offering curb side residential recycling in 1996. Scottsdale's recycling program successfully diverts over 20% or over 25,000 tons of municipal waste from the landfill annually, making Scottsdale a leader in landfill diversion. The City offers a variety of free events, such as electronics recycling and household hazardous waste collection days. These two programs alone divert over 140 tons of waste each year. Scottsdale offers a move-in box pickup program, commercial recycling and educational programs as well. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*

Preventative Maintenance Program ■ ■

Scottsdale Facilities completed more than 6,000 preventive maintenance activities on their buildings and essential systems in 2016. These systems include heating, air conditioning, roofing, electrical, and fire/life-safety equipment, among others. The preventive maintenance program is designed to proactively extend the life of these important city assets. *(Cross-Reference Preservation & Environmental Planning and Public Services & Facilities Elements)*



Facilities Staff Install New Point of Use Hot Water System

SUPPORT ECONOMIC VITALITY



Parada Del Sol

The strength of Scottsdale's economy has enabled the city to provide a high level of service to its residents at a relatively low cost through tourism and sales tax subsidies. In order to maintain its economic advantage, it is important to foster a balanced economic development program. Scottsdale is committed to the goal of supporting our existing strengths by targeting new opportunities which can diversify our economic base; providing for the fiscal health of the city; and forming partnerships with the community that strengthen our ability to meet this goal.

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

The following section of the report highlights actions and events that occurred in 2016 that implemented the Guiding Principle, *Support Economic Vitality*.

Tourism Strategic Plan ■ ■

In 2016, several goals and initiatives of the City Council adopted five-year Tourism Development Marketing Strategic Plan (2013-2017) were implemented. Major items include:



Robert Indiana's LOVE Sculpture



Downtown Scottsdale Open Space



Bike Trail Signage

- **Civic Center Mall Master Plan** - The Scottsdale Cultural Council, Tourism Advisory Task Force, and city staff resumed discussions about upgrades to event space on the mall. Those discussions led to a proposed Civic Center Mall project that takes a holistic partnership approach toward the development of a design plan for Civic Center that includes input from stakeholders, end users, and the community. During 2016, several public meetings were held to provide input. Vetting concepts for the Civic Center Master Plan with the primary goals to: address infrastructure deficiencies; improve public park amenities; expand performance and festival capabilities; and create a destination point and economic catalyst.
- **Downtown Public Space Master Plan** – The City has several open space assets in downtown, and this plan considers how they can be used to benefit all. Through design concepts and public input, the virtues of each asset has been analyzed and the results are a series of open space nodes and linking corridors that tie together downtown's various amenities.
- **Biking** – The Tourism Advisory Task Force in conjunction with the City's Transportation Department, completed the first of three planned Downtown interpretive bike trails. The Desert Mountain Bike Trail contains directional way-finding and interpretive signs that provide information regarding the mountain vistas visible along the Downtown waterfront. Two additional Downtown bike trails are being developed to enhance character of place as well as trail connections with the Downtown urban core.
- **Downtown Tourism-Related Economic Feasibility Study** – In collaboration with Economic Development, Planning and Transportation, the Tourism & Events Department embarked on a new community effort – Downtown Scottsdale 2.0 – that will bring a holistic approach to downtown planning. This effort, formerly known as the Tourism-Related Economic Feasibility Study, is a product of the Council approved Tourism Strategic Plan. This staged economic and planning analysis of Downtown Scottsdale includes: an assessment of the overall urban design, and how that design can be improved as to walkability, liveliness, mix of retail, services, office, and residential; an assessment of parking and transportation related improvements; and the development of models that support investment. It will also include identification of places for strategic public investment with recommendations of funding and management structure(s) to support such investment.

Scottsdale Culinary Festival



Scottsdazzle Signage



- **Special Events Ordinance** - In 2016, the Tourism & Events Department with extensive public input created a new special event ordinance that became effective July 1, 2016. This was a significant undertaking with the former ordinance having not been updated since its creation 23 years ago. In addition to the ordinance, the department created a Special Event User Guide to assist event producers through the City’s special event application and permit process.
- **Scottsdazzle** – Unlike many downtowns throughout the U.S., Downtown Scottsdale did not have an annual holiday promotion until 2016. Recognizing this, the Tourism & Events Department with support of the Tourism Advisory Task Force and Tourism Development Commission, and approval by City Council, created a new holiday promotion that began November 25 through December 2016. The promotion named “Scottsdazzle” included events, activities and special promotions by merchants, restaurants and establishments that were listed on its website scottsdazzle.com. *(Cross-Reference Economic Vitality Element)*

Tourism Development Funding ■

Special Events are an important component of Scottsdale’s overall image and lifestyle. The City and its residents often benefit from events held in Scottsdale through increased cultural opportunities, recreational activities, economic activity, enhanced community status, tourism and additional marketing exposure. The Tourism & Events Department manages multiple programs that help to support Special Events annually throughout the City and by investing up to \$1.2 million in funding through a criteria based application and proposal process vetted through the Tourism Development Commission and approved by City Council. *(Cross-Reference Economic Vitality Element)*

Destination Marketing ■

The Tourism & Events Department serves as the Contract Administrator for the City’s Destination Marketing Agreement. This contract is with the Scottsdale Convention & Visitors Bureau who in 2016 launched a new travel destination brand, advertising campaign, website and company name – Experience Scottsdale. This extensive rebranding process began in 2015 and included many phases such as research and the testing of results that led to the creation of the new brand and ad campaign. *(Cross-Reference Economic Vitality Element)*

Top City for Millennials ■

Travel research website Gogobot named Scottsdale the No. 4 best mid-sized city for Millennials. The company chose cities that Millennials both live and vacation in. Gogobot based the rankings on the number of reviews and star ratings from the generation (defined as those born after 1982), as well as the number of reviewed Millennial-friendly restaurants and attractions – like gourmet burgers, craft beer, music venues and hiking trails – in each city. Scottsdale ranked No. 4, with New Orleans taking the top spot. “Old Town Scottsdale has a lot going on that is, decidedly, not old. In fact, its food, nightlife, and shopping options, as well as the many festivals that take place there, are perfect for a Millennial crowd on the lookout for all things new and trendy.” The website cites Scottsdale’s wine and art scenes, as well as the city’s accessibility to the outdoors as key factors for the recognition. *(Cross-Reference Economic Vitality Element)*

Scottsdale Named One of the Top 50 Meeting Destinations In U.S. ■

Meetings management technology company Cvent, Inc., named Scottsdale one of the top 50 meeting destinations in the U.S. for 2016. Scottsdale ranked No. 20 on the list. Cvent evaluated more than 5,000 U.S. cities featured on the Cvent Supplier Network to compile the annual list. Activity was tracked from Jan. 1 – Dec. 31, 2015, and the ranking was then determined by a set of qualifying criteria consisting of: unique request for proposals received; total room nights; awarded RFPs; awarded room nights; percentage of qualified meeting venues; and number of profile views. *(Cross-Reference Economic Vitality Element)*

Once Again Scottsdale Named One of The Best Cities for Staycations ■

WalletHub named Scottsdale the fifth best U.S. city for staycations in 2016. According to the finance website, nearly two-thirds of Americans vacationed locally. WalletHub compared 150 cities based on recreation, food and entertainment, and rest and relaxation opportunities. The website considered metrics such as swimming pools, golf courses, ice cream shops, beer gardens and spas per capita, among others. Scottsdale ranked No. 22 for recreation, No. 8 for food and entertainment, and No. 3 for rest and relaxation. *(Cross-Reference Economic Vitality Element)*

Scottsdale's Small-Town Foodie Allure ■

Step aside New York and Los Angeles. According to Travelocity.com, smaller cities like Scottsdale are capturing the hearts of world-class chefs, who churn out creative cuisine. The online travel agency noted that Scottsdale has experienced a culinary renaissance over the past decade. "It has one of the most creative and consistently outstanding arrays of eateries of any city in the country, big or small," the travel agency said. *(Cross-Reference Economic Vitality Element)*

Economic Development Director Danielle Casey at the Swipe Right Scottsdale kickoff breakfast



Swipe Right Scottsdale ■

A recurring theme throughout 2016 was the 'Swipe Right Scottsdale' campaign, aimed at educating everyone from brokers, to startup companies, to talented individuals about Scottsdale as an amazing place to live, work and do business. With a fun play on the dating app 'Tinder' popular among Millennials, the campaign was highly successful in garnering media attention and getting people talking about Scottsdale as a fun, proactive business environment. *(Cross-Reference Economic Vitality Element)*

Awards Received ■

In the fiscal year 2015-2016, the Economic Development Department was honored with a Gold Excellence in Economic Development Award for the 2015 South by Southwest Talent Recruitment mission and a Silver Excellence in Economic Development Award for the City of Scottsdale and ASU SkySong partnership from International Economic Development Council (IEDC). *(Cross-Reference Economic Vitality Element)*

Economic Development staff receive Golden Excellence Award



Small Business Support ■

The Economic Development Department assisted multiple small businesses in 2016. Continually providing integral support in outreach to downtown businesses and merchants for the Downtown Economic Feasibility Study and downtown parking discussion, and creating joint tourism, economic development and airport marketing materials distributed to international airport users via U.S. Customs representatives. Scottsdale was joined by Vanguard, Digital Air Strike, and Quicken Loans at the South by Southwest Job Market in Austin, Texas, with five more companies offering support as 'virtual partners.' Efforts - and results - have increased dramatically in the area of small business and entrepreneurial support. In fact, Mayor W.J. "Jim" Lane proclaimed Feb. 24 "Made in Scottsdale Day" at an event hosted by website development company Weebly. All small businesses and startups in Scottsdale were invited to learn to create their own website in one evening. *(Cross-Reference Economic Vitality Element)*

Mayor W.J. "Jim" Lane at Weebly business event



Business Attraction ■

Attracting new jobs and capital investment to the City of Scottsdale remained a top priority for 2016. Efforts were aimed at making the business case for Scottsdale while aligning opportunities with targeted industries. Participated with material influence in the attraction, retention or expansion of 9 unique businesses representing an estimated 1,183 jobs in the first 12 months of business operations with an average wage of \$67,085 and an overall total of 1,645 jobs over five years. 2016 also saw the completion of 111 direct business outreach visits, representing more than 3,000 new jobs in Scottsdale in the next three years, with 50 firms registering as talent attraction partners. 290 new business development leads were received, generated and responded to and market visits for business attraction were executed in Chicago and Austin and twice in San Francisco. *(Cross-Reference Economic Vitality Element)*

Cure Corridor Event ■

The third annual Cure Corridor Event, was attended by a sold-out crowd of 240 and featured keynote speaker Jonathan Fleming of the Network for Excellence in Health Innovation who engaged the audience in his entertaining discussion on the future of venture funding in the bio-life science industry. To encourage audience participation, the team used live Twitter feeds during the question and answer period of the rapid-fire session and encouraged attendees to also tweet comments. Questions posted using hashtags #curecorridor or #scottsdaleecdev instantly fed to the presentation displays during the Q&A period. *(Cross-Reference Economic Vitality Element)*

Events & Fundraising ■

Economic Development successfully implemented many notable large events in 2016, such as the Mayor and Council Breakfast and the Third Annual Cure Corridor event, both with sold out attendance. In addition, the team launched numerous new events supporting small business like Weebly Website in a Night, Connect the Tech business series, Business Appreciation Breakfast, and Think Tanks for a total of 19 unique events in excess of 800 guests. Fundraising of \$10,000 for Phase 1 improvements in Eureka Loft occurred. This resulted in a new reception desk to welcome visitors, a large digital monitor to highlight events and programs, and a sound mitigation panel system to help with noise abatement and aesthetics. *(Cross-Reference Economic Vitality Element)*

Marketing Strategy ■

Expansion in overall marketing reach was accomplished via social media messaging campaigns to promote Scottsdale as a place to live, work and thrive. Results included a 222 percent Twitter engagement increase from the prior year, a 542 percent increase in Facebook likes and a 247 percent increase in YouTube activity with 11,558 total views. *(Cross-Reference Economic Vitality Elements)*

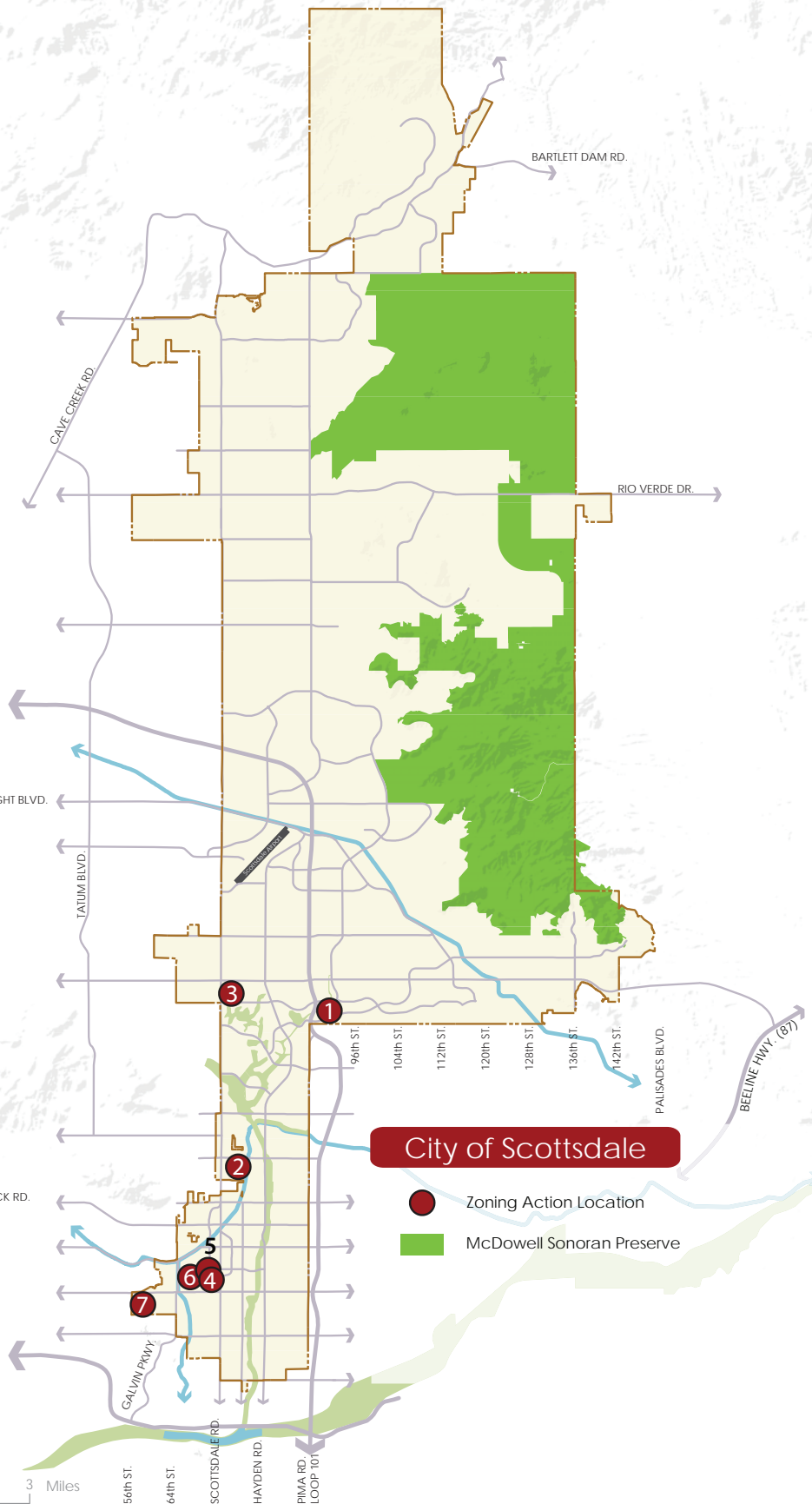
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ZONING ACTIONS

The following are zoning actions approved by City Council between January and December 2016:

- 1 Parcel 12A McCormick Ranch Center Ordinance Adoption (65-ZN-1982 #2)** – This case was an amendment to case 65-ZN-1982, rezoning from General Commercial Planned Community (C-4 PCD) to Highway Commercial Planned Community (C-3 PCD) on Parcel 12A of the McCormick Ranch Center PCD, located at Via Linda & 90th Street. The purpose of this rezoning was to amend several non-contiguous parcels of the McCormick Ranch Center PCD that were non-conforming. Having existing Commercial land use designations, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 2 Cattletrack Village (19-ZN-2016)** – This was a rezoning from Single-family Residential District (R1-43), to Single-family Residential District, Planned Residential District (R1-18/PRD), with associated Development Plan and Amended Development Standards on a 2.1± acre site, located at Cattletrack Road and Montebello Avenue. The rezoning provides for a 4-lot, gated subdivision (1.91 du/ac), with a pedestrian connection to a path along the canal bank, for residents. Having an existing Suburban Neighborhoods land use designation, the approvals maintained and implemented General Plan land use. *(Cross-Reference Land Use, Neighborhoods, and Open Space Elements)*
- 3 Scottsdale & Gold Dust (27-ZN-1992 #3)** – This was a rezoning from Multiple-family Residence (R-5) to Central Business (C-2) for a 2.84± acre parcel located on the southeast corner of Scottsdale Road and Gold Dust Avenue. The case was a cleanup of the existing zoning classification due to the fact that the eastern parcel was never reclassified with the previous case. Having an existing Suburban Neighborhoods land use designation, the zoning approval maintained and implemented General Plan land use. *(Cross-Reference Land Use and Open Space & Elements)*
- 4 L'Esperance (13-ZN-2016)** – This was a rezoning from Highway Commercial (C-3) to Downtown, Downtown Multiple Use – Type 2 Downtown Overlay (D/DMU-2, DO) zoning located on a combined 1.23± acre site located at the northwest corner of Scottsdale Road and Earll Drive. The rezoning provides for the development of a mixed-use residential development, with 77± apartment units and 5,225± square feet of street front commercial. Having an existing Mixed-Use Neighborhoods land use designation, the zoning approvals maintained and implemented General Plan and Downtown Character Area Plan land use. *(Cross-Reference Land Use, Neighborhoods, and Open Space & Recreation Elements)*
- 5 Alta Osborn (12-ZN-2016)** – This was a rezoning from Highway Commercial (C-3) zoning to Downtown/Downtown Multiple Use - Type 2, Planned Block Development Overlay, Downtown Overlay (D/DMU-2 PBD DO) zoning, including approval of a Development Plan with specific property development standards, for a 4.8± acre site located at north of the northwest corner Scottsdale Road and Earll Drive. The rezoning provides for the development of a new 4-story, 277± unit (57.24± du/ac) residential complex. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Downtown Character Area Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 6 70th St & Earll Townhomes (11-ZN-2016)** – This was a rezoning from Single-family Residential (R1-7) zoning to Medium Density Residential (R-3) zoning on a 0.47± acre site located at the southwest corner of 70th Street and Earll Drive. The rezoning provides for 10 townhome units spread across two joined parcels. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Downtown Character Area Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 7 Scottsdale Entrada (5-ZN-2016)** – This was a rezoning from approximately 23± acres of General Commercial (C-4) zoning and approximately 0.06± acres of Open Space (OS) zoning to Planned Unit Development (PUD) zoning, for a 23.06± acre site located at the northeast corner of 56th Street and McDowell Road. This rezoning provides for a significant mixed-use development on the vacant site, including a maximum of 750 residential units, maximum 250 hotel units, maximum 50,000 square feet of commercial space, and a minimum of 250,000 square feet of office space. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Southern Scottsdale Character Area Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*

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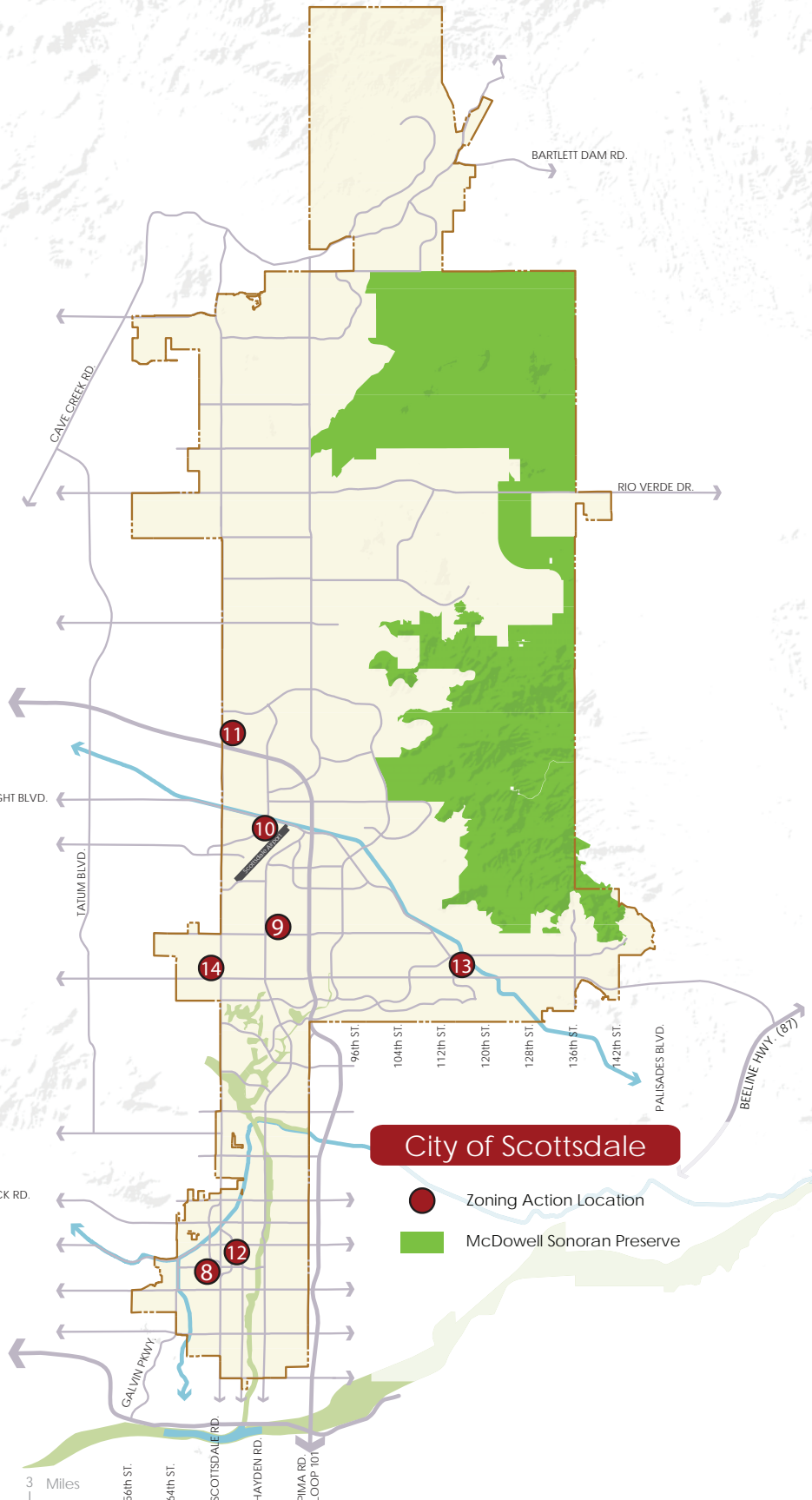


ZONING ACTIONS

The following are zoning actions approved by City Council between January and December 2016:

- 8 70th Street Lofts (3-ZN-2016)** – This was a rezoning from Highway Commercial, Downtown Overlay (C-3/DO) zoning to Downtown/Downtown Multiple Use - Type 2 Downtown Overlay (D/DMU-2/DO) zoning on a 0.4± acre site located at the southeast corner of 6th Avenue and 70th Street. This rezoning provides for a 15-unit residential development. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Downtown Character Area Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 9 Assumption Greek Orthodox Church (2-ZN-2016)** – This was a rezoning case to amend and modify the stipulations of previous zoning cases 26-ZN-1988 and 26-ZN-1988#2, to allow for additional building height for a 6± acre site, located at Hayden Road and Cactus Road, with Single-family Residential (R1-35) and Parking P-2; Passenger Vehicle Parking (P-2) zoning. The case removed certain stipulations including a 25 foot height limit to allow for 30± feet. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 10 Enterprise (23-ZN-2016)** – This was a rezoning from Industrial Park (I-1) zoning to Highway Commercial (C-3) zoning on an approximate 1± acre site located at the northeast corner of Greenway-Hayden Loop and Paradise Lane. The rezoning provides for a new auto rental facility, with wash bays and parking. Having an existing Employment land use designation, the approval maintained and implemented General Plan and Greater Airpark Character Area Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods and Open Space Elements)*
- 11 One Scottsdale (20-ZN-2002 #3)** – This was a case to amend the existing Planned Community District (P-C) with comparable Planned Regional Center (PRC) zoning, originally approved in case 20-ZN-2002, on a 76± acre site located at the northeast corner of Scottsdale Road and the Loop 101 freeway. This rezoning provides for a mixed-use development with 1,366± residential units and 1,066,145± square feet of commercial space. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Greater Airpark Character Area Plan land uses. *(Cross-Reference Land Use, Neighborhoods, and Growth Areas Elements)*
- 12 Parkview Mixed-Use (22-ZN-2016)** – This was a rezoning from Central Business Downtown Overlay (C-2 DO) to Downtown/Downtown Civic Center-Type 2 (D/DCC-2) zoning with amended development standards to remove the north, south, and west property line stepback plane incline ratio of 1:1 between thirty (30) feet above the property line and forty-five (45) feet; and lower the beginning point of the stepback plane incline ratio of 2:1 above the north and west property lines from forty-five (45) feet to thirty-feet (30), for a 6,114± square foot property located within the Scottsdale Civic Center Mall. This rezoning provides for a mixed-use development containing 11,000± square feet of commercial space and 3 dwelling units. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Downtown Character Area Plan land uses. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
- 13 Christian Brothers Automotive (21-ZN-2016)** – This was a Zoning and Development Plan Amendment to eliminate all zoning stipulations from Case 44-ZN-88 (Ordinance No. 2377) on a 1.33± acre site located at Desert Cove Avenue and Frank Lloyd Wright Boulevard. The amendments provide for the development of a new automotive repair facility. Having an existing Commercial land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Economic Vitality and Open Space Elements)*
- 14 Sundown Plaza (20-ZN-2016)** – This was a rezoning from Highway Commercial (C-3) zoning to Highway Commercial, Parking P-3 (C-3/P-3) zoning on 1.26± acres and from Highway Commercial (C-3) zoning and to Parking P-2; Passenger Vehicle Parking (P-2) zoning on 0.49± acres of the site, located north of the northwest corner of Scottsdale Road and Shea Boulevard. This rezoning allows for an expansion of the existing commercial use. Having an existing Commercial land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Economic Vitality and Open Space Elements)*

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City of Scottsdale

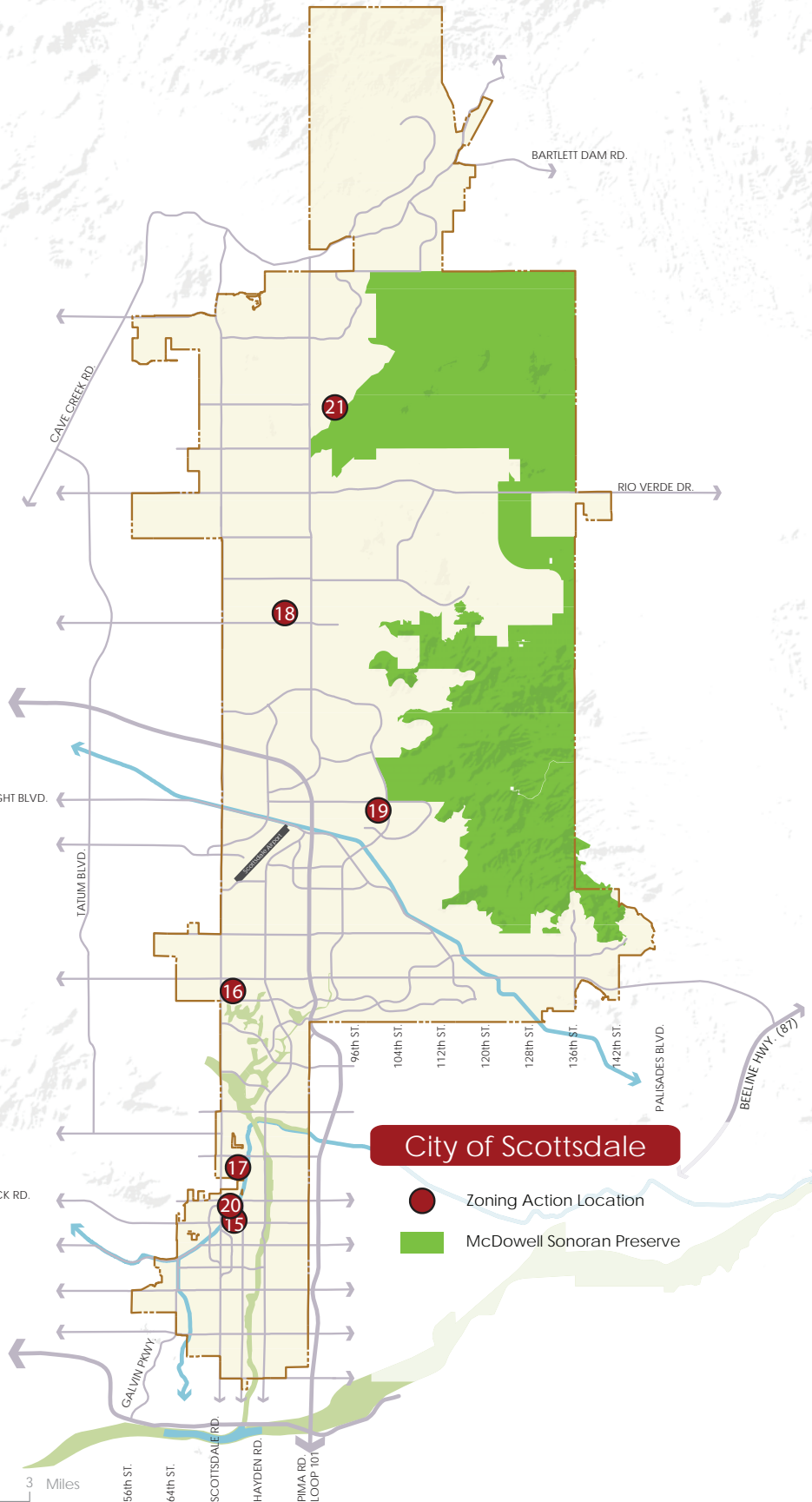
- Zoning Action Location
- McDowell Sonoran Preserve

ZONING ACTIONS

The following are zoning actions approved by City Council between January and December 2016:

- 15 Waterview Mixed-Use (19-ZN-2016)** – This was a rezoning from Downtown Office/Residential, Type 2, Planned Block Development, Downtown Overlay (D/OR-2 PBD DO) zoning to Downtown/Downtown Multiple Use - Type 2, Planned Block Development, Downtown Overlay (D/DMU-2 PBD DO) zoning, for a 7.7± acre site located at the northeast and northwest corners of Camelback Road and 73rd Street. The rezoning provides for a mixed use development containing 269 hotel units and 240 multi-family dwelling units. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Downtown Character Area Plan land uses. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*
- 16 Hampton Inn (16-ZN-2016)** – This was a rezoning from Multi-family Residential (R-5) zoning to Central Business (C-2) zoning on 4± acre site located at the southeast corner of Gold Dust Avenue and Scottsdale Road. The rezoning accommodates a remodel and expansion of the existing hotel facility on site, while adding 2 additional rooms. Having an existing Resorts/Tourism land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Housing, Neighborhoods and Open Space Elements)*
- 17 Palo Verde Homes (14-ZN-2016)** – This was a rezoning from Single-family Residential (R1-43) to Single-family Residential (R1-18) and (R1-35) Planned Residential Development (PRD), for a new 8-lot single family subdivision on 4.8± acres, located at the southeast corner of Palo Verde Lane and Paradise View Street. Having an existing Suburban Neighborhoods land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Neighborhoods, and Growth Areas Elements)*
- 18 8404 E Pinnacle Peak (13-ZN-2016)** – This was a rezoning to amend the Single-family Residential District, Planned Residential District (R1-70/PRD) zoning designation, development standards, and plan for the Pinnacle Paradise development, Tract “A” only, to allow for a new Single-family lot on a 0.62± acre site located at 8404 E. Pinnacle Peak Road. Having an existing Rural Neighborhoods land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Economic Vitality, and Open Space Elements)*
- 19 McDowell Mountain Marketplace Shops Pad B of Parcel R (11-ZN-2016)** – This was a rezoning to amend the development stipulations for a new turning lane and new driveway located at the southwest corner of Thompson Peak Parkway and Bell Road, with Planned Community Center, Environmentally Sensitive Lands (PCC/ESL) zoning. Having an existing Commercial land use designation, the approval maintained and implemented General Plan land use. *(Cross-Reference Land Use, Economic Vitality and Open Space Elements)*
- 20 Shoeman Office Building (7-ZN-2016)** – This was a rezoning from Central Business Downtown Overlay (C-2 DO) and Highway Commercial Downtown Overlay (C-3 DO) zoning to Downtown/Downtown Multiple Use Type-2, Planned Block Development, Downtown Overlay (D/DMU-2, PBD, DO) zoning, on a 1.96± acre site located at the southeast corner of Scottsdale Road and Shoeman Lane. The rezoning provides for a mixed-use development containing 20,660 square feet of office and retail uses. Having an existing Mixed-Use Neighborhoods land use designation, the approval maintained and implemented General Plan and Downtown Character Area Plan land use. *(Cross-Reference Land Use, Economic Vitality and Open Space Elements)*
- 21 State Land Trust (19-ZN-2014)** – This was a rezoning for approximately 4,020± acres of State Trust Lands, to implement the previously approved General Plan amendment Case 4-GP-2002. The lands included in this acreage are located between Scottsdale Road and 104th Street, west to east; and Stagecoach Pass Road and Happy Valley Road, north to south. This rezoning allowed the State Trust Lands to be in conformance with land use designations and densities approved by City Council through the previous General Plan amendment case. Generally, zoning categories associated with this case included residential, resort, conservation open space and Environmentally Sensitive Lands districts. Future development of these properties will be accomplished through more specific master plans – including the development of Scenic Corridors, open space, and trails. *(Cross-Reference Land Use, Housing, Neighborhoods, and Open Space Elements)*

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ADVANCE TRANSPORTATION



Bikes in Downtown Scottsdale

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

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

The following section of the report highlights actions and events that occurred in 2016 that implemented the Guiding Principle, *Advance Transportation*.

New Downtown Trolley



Trolley Riders



Transit Improvements ■ ■ ■

Scottsdale coordinated with city of Phoenix and Valley Metro to implement the following transit improvements. Modified Route 50 (Camelback Road) in Scottsdale to serve Galleria. Route 72 (Scottsdale Road) added peak AM/PM trips both in northbound and southbound directions from Scottsdale Park-and-Ride to Scottsdale and Camelback Roads. Route 81 (Hayden Road) improved weekend frequency from one-hour to 30 minutes. Modified Route 170 (Bell Road) on Hayden Road and Frank Lloyd Wright Boulevard. to provide service on Hayden Road as new bus stops were not installed for service on Northsight Boulevard. Scottsdale made the following adjustments to the Scottsdale Trolley System: Miller Road Trolley improved weekend frequency from one-hour to 30 minutes. Camelback Trolley scaled back from 15 minutes to 30 minutes frequency on weekends. New Downtown Morning Express Trolley (service 5:00 a.m. to 10:00 a.m.) serving downtown employers until the regular Downtown Trolley service starts each morning. Installation of 15 new and replacement transit shelters. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

Chaparral Road Improvements ■ ■

Scottsdale completed a series of improvements to Chaparral Road between 69th Place and Scottsdale Road. Construction was completed in April 2016 with intersection improvements at Chaparral and Scottsdale Roads and the installation of a sewer collection line between 69th Place and 71st Street. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Mustang Transit Improvements Project ■ ■ ■

Scottsdale completed design on the Mustang Transit Improvements project which is located along 90th Street between Mountain View Road and Shea Boulevard where four bus routes – one express and two local – currently serve this location. The project will include enhanced bus bays with capacity for two buses, larger, standard design bus shelters, and bicycle parking and landscaping. Scottsdale constructed a shared use path connection from the Mustang Library to the greenbelt shared use path to allow better connectivity to the Mustang Transit Center. *(Cross-Reference Neighborhoods, Preservation & Environmental Planning, and Community Mobility Elements)*

Neighborhood Traffic Management Program ■ ■

Scottsdale installed traffic calming improvements along Cattletrack Road between McDonald Drive and Lincoln Drive at a request from the neighborhood to mitigate vehicular speeds. *(Cross-Reference Community Mobility Element)*

Indian Bend Road Path



Cyclists Tour Indian Bend Wash



Arizona Canal Shared Use Path



Jackrabbit Bridge on Arizona Canal Path



Bicycle Improvements

Scottsdale installed bicycle lanes on 77th Street from McDowell Road to Miller Road; Indian Bend Road from Hayden to Pima Road; N. Via Paseo del Norte from E. Via Paseo del Norte to Via de La Sombre, Chaparral Road 71st to 69th Place; Scottsdale Road/ Goldust Road up 74th Street to Mescal; 87th Street from Raintree Drive to Northsight Boulevard; 96th Street from Thunderbird Road to Redfield Road (as a two-way buffered bike lane); Mountain View Road Loop 101 to Scottsdale Road; 92nd Street from Mountain View Road/Loop 101 to Shea Boulevard; Goldust Road from Scottsdale Road to 70th Street; Mescal/70th Street Scottsdale Road to Shea Boulevard; 91st Street Via Linda to Mountain View Road. A total of eight miles of on system bicycle lanes were added to the bicycle network. Scottsdale installed bicycle signal detection cameras at 15 intersections in southern Scottsdale to allow bicycle detection and safer crossings at intersections. Creative bicycle racks designed by city Maintenance Technician Andrew Dorame were installed on Civic Center Mall to encourage bicycling. Mr. Dorame received the Donaldson Award at Scottsdale’s annual Employee Awards program for his role in the bike racks and other enhancements in the city

(Cross-Reference Neighborhoods and Community Mobility Elements)

Pedestrian Improvements

Scottsdale completed sidewalk improvements on Indian Bend Road between Hayden Road and Pima Road, McDowell Mountain Ranch Loop Road, Via Linda west of 124th Street, and McDowell Mountain Ranch Road west of Thompson Peak Parkway. Pedestrian crossing refuges were constructed on 90th Street south of Frank Lloyd Wright Boulevard, 98th Street south of Bell Road, Legacy Boulevard west of Thompson Peak Parkway, and Miller Road north of Indian School Road. *(Cross-Reference Neighborhoods and Community Mobility Elements)*

Arizona Canal Shared Use Path

Scottsdale constructed a shared use path along the Arizona Canal from Chaparral Road to the Indian Bend Wash shared use path at Silverado Golf Course. This project included Pedestrian Hybrid Beacons installed on McDonald Drive and Chaparral Road at the shared use path crossings. A bridge was installed at Jackrabbit Road over the Arizona Canal to connect the shared use path to adjacent neighborhoods. A second bridge was installed at the Lincoln Road alignment over a drainage channel. This was the final major gap completed on the Arizona Canal path network in Scottsdale. *(Cross-Reference Community Mobility and Seek Sustainability Elements)*



Camelback Mountain Bicycle Signage

Mountain Vista Self-Guided Bicycle Route ■ ■

The Mountain Vista Bicycle Route was implemented by the Tourism and Events and Transportation departments to attract bicyclists to downtown and encourage more riding. John Randall Nelson designed and fabricated mountain viewing frames and interpretive text panels highlighting Camelback Mountain and the McDowell Mountains. This self-guided bike route is for users of all fitness levels to explore downtown by bicycle and learn stories about the mountains they can view along the 2.25-mile route. *(Cross-Reference Community Mobility and Seek Sustainability Elements)*

Cab Connection ■ ■

Scottsdale continued the Cab Connection as an alternative to Dial-a-Ride. This program offers residents – age 65 or older and/or disabled - more flexibility and greater independence by providing sixteen cab vouchers per month per user. The vouchers are subsidized by the City of Scottsdale at a rate of 80% up to a maximum of \$10.00. Over the course of 2016, the number of active participants in the city’s Cab Connection program increased by 6% along with a 5% increase in Cab Connection vouchers issued. In addition, for the year 2016 (from August to December 2016), there were 21 active neighbors in the Foothills Caring Corps transportation voucher program that works in coordination with Cab Connection, to serve Scottsdale residents north of Bell Road who are age 65 or older or are certified as disabled through the Valley Metro ADA (Americans with Disabilities Act) Paratransit process. This program was launched in August 2016. *(Cross-Reference Neighborhoods and Community Mobility Elements)*



Bike to School 2016 Event

Community Events ■ ■ ■

City and Scottsdale Public Art staff coordinated the 11th Annual Scottsdale Cycle the Arts community bike ride on April 17th to showcase public art by bike. City staff also coordinated bike to work day on April 20th. Walk and Bike to school events were held at Pueblo Elementary School on May 11th and October 5th as well as Grayhawk Elementary School on October 5th. *(Cross-Reference Neighborhoods and Community Mobility and Unique Lifestyle Elements)*

VALUE SCOTTSDALE'S UNIQUE LIFESTYLE AND CHARACTER

Downtown Courtyard



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

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

The following section of the report highlights actions and events that occurred in 2016 that implemented the Guiding Principle, *Value Scottsdale's Unique Lifestyle and Character*.

Blooms - Bruce Munro



JB Snyder Mural - Scottsdale Quarter



Los Trompos - H. Esrawe & I. Cadena



Canal Convergence



Public Art Citywide

Public art projects were installed at several locations within Scottsdale.

- **Blooms by Bruce Munro.** This piece was a temporary installation at the Scottsdale Waterfront that incorporated seven circular arrays of multi-colored fishing rods illuminated at night. This flotilla of blooming ethereal light structures glistened and flashed during the day, and then shimmered like giant bio-luminescent lily blossoms floating on the surface of the Arizona Canal at night. Blooms was also a part of an unprecedented cultural collaboration titled Desert Radiance, in which Munro had installations with three other art institutions across the Valley.
- **ART at the QuARTer: Untitled Mural by JB Snyder.** As a continuation of Scottsdale Public Art and Scottsdale Quarter’s ART at the QuARTer program, Phoenix-based mural artist JB Snyder was commissioned to create a temporary, moveable mural at an empty storefront. Using removable wood panels, Snyder created a large-scale mural over the period of a week in July. Scottsdale Public Art hosted an artist talk and reception at the site of the mural in Scottsdale Quarter to celebrate the mural’s completion.
- **Los Trompos by Héctor Esrawe and Ignacio Cadena.** For its 2016-17 temporary installation, Scottsdale Public Art commissioned Mexican artists and designers Héctor Esrawe and Ignacio Cadena to create 10 of their signature sculptures, Los Trompos: brightly colored, interactive “spinning-top” sculptures made from fabric woven in a traditional style by Mexican artisans. Starting on Nov. 25, 2016 the public engaged with the Los Trompos sculptures at various locations downtown. As time progressed, the sculptures traveled to different locations around the city. *(Cross-Reference Character & Design and Growth Areas Elements)*

Canal Convergence

Scottsdale Public Art presents Canal Convergence annually with Salt River Project (SRP). With a record 56,552 patrons attending the event in 2016, Canal Convergence brought local and international artists together with Valley residents for a unique experience of public art, performance, and interactive workshops. Located on the banks of SRP’s Arizona Canal at Scottsdale Waterfront, the yearly event combines temporary art installations with information regarding the Valley’s unique canal culture and history. *(Cross-Reference Character & Design and Growth Areas Elements)*

IN FLUX ■ ■

IN FLUX is a regional public/private initiative created by Scottsdale Public Art that gives Arizona artists the opportunity and experience of working with vacant spaces and storefront locations. The artists create site-specific public art installations that bring visitors to areas and engage them in new and different ways. As IN FLUX has continued to grow and expand, Scottsdale Public Art, in addition to partnering with other cities, has worked with property owners along Marshall Way, Main Street, Scottsdale Quarter, and the Pavilions. *(Cross-Reference Character & Design and Growth Areas Elements)*

Livery Art Residency - Nathaniel Lewis



Creative Residency at the Scottsdale Livery ■ ■

Scottsdale Public Art's Creative Residency program provides local artists the opportunity to explore new ways of thinking and engaging the public in the creative process through work on site, conversations, workshops, and participation. In 2016 Scottsdale Public Art hosted two artists with the Creative Residency: multi-media artists Nathaniel Lewis and Native American ceramicist Ron Carlos. *(Cross-Reference Character & Design and Growth Areas Elements)*

Scottsdale Leadership ■

Scottsdale partnered with Scottsdale Leadership to hold City Government Day. This event allowed for City leaders-in-training to receive a deeper understanding of how their local government works. *(Cross-Reference Community Involvement Element)*

Strategic Planning Workshop ■

City Council held a Strategic Planning Workshop on February 24, focusing on Scottsdale's successes and key challenges to work on over the next year. The event allowed the Council to discuss a broad range of community issues in a public forum, which included discussing the McDowell Road corridor, tourism & events, and transportation strategies. *(Cross-Reference Community Involvement Element)*

Community Involvement ■

Several City-initiated public participation processes were vetted through the community, including the Special Events Ordinance, lighting regulations in the Zoning Ordinance, a trails plan for the McDowell Sonoran Preserve, affordable housing and community development needs, Safety Zone Ordinance, and the McDowell Sonoran Preserve zoning case (20-ZN-2014). Outreach efforts included open houses, focus groups, as well as board and commission public hearings. *(Cross-Reference Community Involvement Element)*

Community Education ■

Scottsdale provided Scottsdale 101, Neighborhood College, and Scottsdale 101 for Realtors classes as a means of increasing awareness and involvement in city government. *(Cross-Reference Community Involvement Element)*

Ron Roth - 2016 Volunteer Impact Award Honoree



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 2016, more than 6,800 citizens contributed more than 180,000 hours volunteering with the city to enhance services to citizens and visitors to Scottsdale - which has been valued at more than \$4.2 million in savings. The citywide volunteer program provides opportunities for citizens to volunteer in a wide range of services - including the libraries, parks and recreation, police and fire departments, senior centers, human services, food bank, Paiute neighborhood center, as well as programs like the Downtown Ambassadors and the McDowell Sonoran Preserve Stewards. Additionally, more than 150 residents volunteer on the city's boards, commissions and task forces. *(Cross-Reference Community Involvement Element)*

Community Partnerships

Community partnerships were fostered through a variety of collaborative events. Neighborhood groups participated in the “Getting Arizona Involved in Neighborhoods” (GAIN) annual block party event with 54 parties and approximately 1000 homes participating. Two annual “Keep Scottsdale Beautiful” events had a total of 640 volunteers clean 160 miles of roadway, and the Adopt-a-Road program had 126 registered groups with more than 1280 volunteers keeping 422 miles of Scottsdale roadsides adopted and cleaned throughout the year. For 2016, there were 113 neighborhood watch groups across the City which includes a total of 213 captains/co-captains.

(Cross-Reference Community Involvement Element)



Mighty Mud Mania

Mighty Mud Mania

Mighty Mud Mania celebrated its 41st year at Chaparral Park, providing several mud-filled activities for various age groups. With over 9,888 participants, this year's event offered a limited number of low cost fast passes that limited line wait times for pass holders.

(Cross-Reference Open Space & Recreation Element)

April Pools Day

More than 250 residents participated in April Pools Day at the Eldorado Aquatic Center. The yearly kick-off event to pool season provides information about sun safety, swimming lessons, CPR and other water safety related topics.

(Cross-Reference Community Involvement Element)



April Pools Day

Performance Measurement Excellence

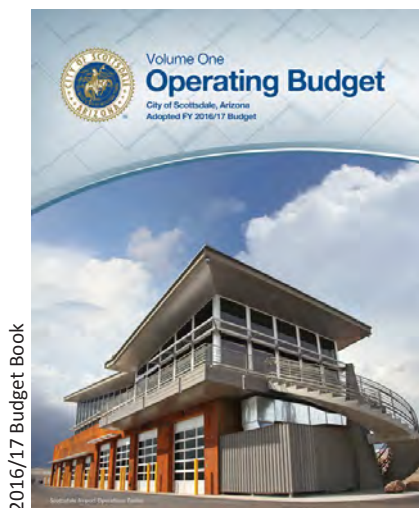
Scottsdale was honored to receive the Certificate of Excellence for Performance Measurement by the International City & County Management Association (ICMA) for the third consecutive year. The ICMA Center for Performance Measurement awards certificates each year to recognize local government performance management programs, encourage comparative analysis, and reward transparency.

(Cross-Reference Community Involvement Element)

Budget Book & Involvement

The City Budget Department supported the City Council's ongoing budget development process, providing citizens with several opportunities and methods to communicate their budget feedback and priorities to City Council. Following Council adoption of the budget, the Budget Book earned notable recognition from the Government Finance Officers Association. The City's fiscal year 2016/17 Budget Book earned the “Distinguished Budget Presentation Award” for the 25th consecutive year. To receive recognition, the adopted budget must meet established criteria as a policy document, a financial plan, an operations guide and a communications device. The Government Finance Officers Association's Distinguished Budget Presentation Award is the highest form of recognition in governmental budgeting.

(Cross-Reference Community Involvement Element)



2016/17 Budget Book

Scottsdale Bakes

A new program at Arabian Library in 2016, is a book discussion group focused around the library's collection of cookbooks. Participants are welcome to share a recipe and treat with the group based on the monthly cookbook selection. This year saw 126 attendees and many delicious treats. *(Cross-Reference Public Services & Facilities Element)*

Collaborative Discovery Series

Continued collaboration with ScottsdaleArts.org on their cultural Discovery Series, includes a focus on the United Kingdom and Ireland where with over 6,000 program attendees. The collaboration included joint cultural programming with discussions, films and other presentations at both the Scottsdale Center for Performing Arts and Civic Center Library. *(Cross-Reference Public Services & Facilities and Economic Vitality Element)*

Youth Services Department Programs

The Library's Youth Services Department, under the guidance and training by our Early Learning Coordinator, programmatically and structurally aligned the early learning programs offered by the Library System (for ages 0-8) to ensure developmentally appropriate content and messages for parents/caregivers and the children we serve. Arabian Library hosted 'Reading Buddies', a summer program pairing teen volunteers with children from grades K-4, designed to provide children with extra support and encouragement with reading over the summer months. The program served over 120 children and provided an enriched volunteer experience for more than 20 teen summer volunteers. The Library also had a great Summer Reading Program during 2016 with 6,888 participants. *(Cross-Reference Preservation & Environmental Planning Element)*

Children's Learn & Play Festival

The Scottsdale Libraries, along with our Friends of the Scottsdale Public Library group, helped host and were a featured area at the first Children's Learning and Play Festival at WestWorld in October 2016. The event was attended by over 12,000 people, with the City providing its own area of "Show and Tell of technology," over 8 local authors attended, including famous children's author Marc Brown (photo), Scottsdale Police and Fire Departments, and a number of city officials visiting the many areas set up for family participation and enjoyment. Mayor Jim Lane read the children's book, "If You Give a Mouse a Cookie" to an attentive young audience. *(Cross-Reference Public Services & Facilities Element)*



Scottsdale Bakes



Reading Buddies Program



Library Knowing & Growing Program



Artist/Author Marc Brown Visits Scottsdale Library

Library Material Circulation ■ ■

Circulation for FY16 (July 15 to June 16) was up 5% over the previous year. Over 2.9 million items were checked out. *(Cross-Reference Public Services & Facilities Element)*

Library Strategic Plan ■ ■

The new Library Strategic Plan was completed in July 2016 using the method of Appreciative Inquiry (AI). This plan effort included supporting material such as the City's General Plan 6 Guiding Principles, the 2009 and 2013 Library Strategic Plans, the 2015 Community Services Master Plan survey results focusing on the Unmet Needs section, a review of technology by a special report called the Edge Initiative from Urban Libraries Council, and input from a variety of community stakeholders who participated in a one-day AI session. *(Cross-Reference Public Services & Facilities Element)*

Library Economic Vitality & Recognition ■ ■

The Library won one of the Urban Library Council's Innovation Awards at its annual forum in October 2016 for the premier Arizona collaborative space with Economic Development called the Eureka Loft Scottsdale. Eureka Loft is home to classes on small business creation, mentoring with SCORE, drop-in job search help and mock interview practice by appointment, learning how to brand your product or organization, providing a digital media lab for recording videos or audio podcasts, and much more. Through a collaborative agreement with ASU, the ASU Start-Up School is a 6-week series to help people start a business using ASU's successful curriculum. Patron satisfaction surveys indicate class presenters in the Eureka Loft receive a 5/5 for both presentations and content. *(Cross-Reference Public Services & Facilities Element)*

Garden Expo ■ ■

The annual Garden Expo was held at Mustang library in March of 2016 and attracted 467 patrons to learn about xeriscaping, edible plants, creating a hummingbird or butterfly garden and learning about desert flora, to name a few topics. Some other city departments (Water, etc.) also attended, as well as Master Gardeners and the Scottsdale Garden Club. *(Cross-Reference Public Services & Facilities Element)*

Document Conversion ■ ■

The Scottsdale Library staff converted 46,198 pages of City-related documents into digital files available anytime through the Library catalog. To this end, we reduced a potential 10-year project into a single year of work. *(Cross-Reference Public Services & Facilities Element)*

Library Grant Funding ■ ■

Through a \$23,000 Library Services and Technology Act grant funded through the Arizona State Library, and a \$16,000 Institute of Museum and Library Services grant funded through the national office in Washington, DC, the Library System created some new Senior Maker programs at both our Appaloosa and Civic Center Libraries to introduce identified senior populations with introductions to STEAM-related classes to cultivate health and wellness, as well as lifelong learning. Basic robotics, gelli plate printing, and other fun classes are also well attended at Appaloosa, the northern-most branch of the city. *(Cross-Reference Public Services & Facilities Element)*

City of Scottsdale General Plan 2001



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

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

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

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

BREAKDOWN OF GENERAL PLAN AMENDMENTS, 2016

Council-adopted, **non-major** General Plan Amendments:

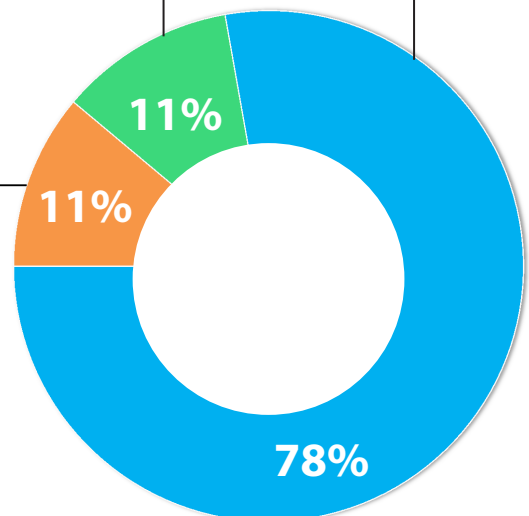
- Scottsdale Executive Villas (1-GP-2016)
- Paseo De Las Flores (2-GP-2016)
- District at the Quarter (3-GP-2016)
- Aire on McDowell (4-GP-2016)
- La Bella Breeza (5-GP-2016)
- Skye on McDowell (6-GP-2016)
- Skye on McDowell Phase II (7-GP-2016)

Council-adopted, **major** General Plan Amendments:

- Desert Mountain Parcel 19 (5-GP-2016)

Withdrawn General Plan Amendments:

- General Plan 2035 (6-GP-2016)



NON-MAJOR GENERAL PLAN AMENDMENTS

The following are the non-major General Plan amendments adopted by City Council between January and December 2016:

- 1 Scottsdale Executive Villas (1-GP-2016 & 1-ZN-2016)** – City Council approved a non-major General Plan amendment to change the land use designation from Office to Commercial on 3± acres located at 64th Street and Thomas Road. Additionally, the Council approved a zoning change from Service-Residential (S-R) to Neighborhood Commercial (C-1) to allow the development of a commercial space on the site for a restaurant/cafe to service the executive business users. Planning Commission heard the General Plan and rezoning cases on April 20, 2016 and recommended approval with a vote of 7-0.
(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)
Adopted by City Council on June 7, 2016, with a vote of 7-0.
- 2 Paseo De Las Flores (2-GP-2016 & 4-ZN-2016)** – City Council approved a non-major General Plan amendment to change the land use designation from Office to Commercial on a 2.6± acre site located at Hayden Road and McCormick Parkway. Additionally, the Council approved a zoning change from Single-Family Residential (R1-7) to Neighborhood Commercial (C-1), and an amendment to the McCormick Ranch Master Development Plan to develop a new 28,000± retail, restaurant and office space. Planning Commission heard the General Plan and rezoning cases on July 27, 2016 and recommended approval with a vote of 5-0.
(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)
Adopted by City Council on August 31, 2016, with a vote of 7-0.
- 3 District at the Quarter (3-GP-2016 & 8-ZN-2016)** – City Council approved a non-major General Plan amendment to change the land use designation from Employment, Regional Use District to Mixed-Use Neighborhoods, Regional Use District, and a non-major General Plan amendment to change the Greater Airpark Character Area Plan Future Land Use Map from Airpark Mixed Use (AMU) and Employment (EMP) to Mixed Use-Residential (AMU-R) on a 10.29± acre site located at Dial Boulevard and 73rd Street. Additionally, the Council approved a zoning change from Industrial Park (I-1) District to Planned Unit Development (PUD) to develop a mixed-use residential community with 622 units. Planning Commission heard the General Plan and rezoning cases on October 19, 2016 and recommended approval with a vote of 7-0.
(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)
Adopted by City Council on November 14, 2016, with a vote of 4-3.
- 4 Aire on McDowell (4-GP-2016 & 15-ZN-2016)** – City Council approved a non-major General Plan amendment to change the land use designation from Mixed Use Neighborhoods to Urban Neighborhoods on a 6.8± acre site located at 68th Street and McDowell Road. Additionally, the Council approved a zoning change from Highway Commercial (C-3) to Multi-family Residential (R-5) to develop a multi-family residential project consisting of 81 units on the site. Planning Commission heard the General Plan and rezoning cases on February 24, 2016 and recommended approval with a vote of 7-0.
(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)
Adopted by City Council on May 3, 2016, with a vote of 7-0.
- 5 La Bella Breeza (5-GP-2016 & 17-ZN-2016)** – City Council approved a non-major General Plan amendment to change the land use designation from Rural Neighborhoods to Suburban Neighborhoods on a 4± acre site located at the southwest corner of 110th Street and Shea Boulevard. Additionally, the Council approved a zoning change from Single-family Residential (R1-35) zoning to Medium Density Residential (R-3) to develop 9 single family units on the site. Planning Commission heard the General Plan and rezoning cases on March 23, 2016 and recommended approval with a vote of 5-0.
(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)
Adopted by City Council on May 3, 2016, with a vote of 7-0.

- 6 **Skye on McDowell (6-GP-2016 & 18-ZN-2016)** – City Council approved a non-major General Plan amendment to change the land use designation from Mixed Use Neighborhoods to Urban Neighborhoods on a 8± acre site located at 68th Street and McDowell Road. Additionally, the Council approved a zoning change from Highway Commercial (C-3) and General Commercial (C-4) to Multi-Family Residential (R-5) to develop a townhome residential project consisting of 53 units on the site. Planning Commission heard the General Plan and rezoning cases on March 23, 2016 and recommended approval with a vote of 5-0.

(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)

Adopted by City Council on May 3, 2016, with a vote of 7-0.

- 7 **Skye on McDowell Phase II (7-GP-2016 & 16-ZN-2016)** – City Council approved a non-major General Plan amendment to change the land use designation from Mixed Use Neighborhoods to Urban Neighborhoods on a 3.2± acre site located at 68th Street and McDowell Road. Additionally, the Council approved a zoning change from Highway Commercial (C-3) zoning to Multiple-family Residential (R-5) to develop a townhome residential project consisting of 21 units on the site. Planning Commission heard the General Plan and rezoning cases on August 24, 2016 and recommended approval with a vote of 5-0.

(Cross-Reference Land Use, Neighborhoods, Economic Vitality, and Growth Areas Elements)

Adopted by City Council on October 10, 2016, with a vote of 7-0.

MAJOR GENERAL PLAN AMENDMENTS

The following is the major General Plan amendment that was adopted by City Council between January and December 2016:

- 8 **Desert Mountain Parcel 19 (5-GP-2016 & 17-ZN-2016)** – City Council approved a major General Plan Amendment to change the land use designation from Employment (6.1± acres), Commercial (29.8± acres), Office (29.9± acres), Developed Open Space (18.8± acres), and Rural Neighborhoods (7.1± acres) to Suburban Neighborhoods (55.5± acres) and Developed Open Space (Golf Courses) on a 92± acre property located north of the northeast corner of the N. Pima Road and the N. Cave Creek Road intersection. Additionally, the Council approved a zoning change from Open Space, Environmentally Sensitive Lands, Hillside District (O-S/ESL/HD), Single-family Residential District, Environmentally Sensitive Lands, Hillside District (R1-35/ESL/HD), Industrial Park, Environmentally Sensitive Lands, Hillside District (I-1/ESL/HD), Central Business, Environmentally Sensitive Lands, Hillside District, and the Commercial Office, Environmentally Sensitive Lands, Hillside District (C-2/ESL/HD), to approximately 36 acres of the Open Space, Environmentally Sensitive Lands (O-S/ESL) and approximately 56 acres of the Townhouse Residential, Environmentally Sensitive Lands (R-4/ESL) zoning district to develop a golf course and club house intended to service the Desert Mountain residential community. Planning Commission recommended approval of the request, 5-0 at their October 26, 2016 hearing.

(Cross-Reference Land Use, Housing, Neighborhoods, Growth Areas and Open Space & Recreation Elements)

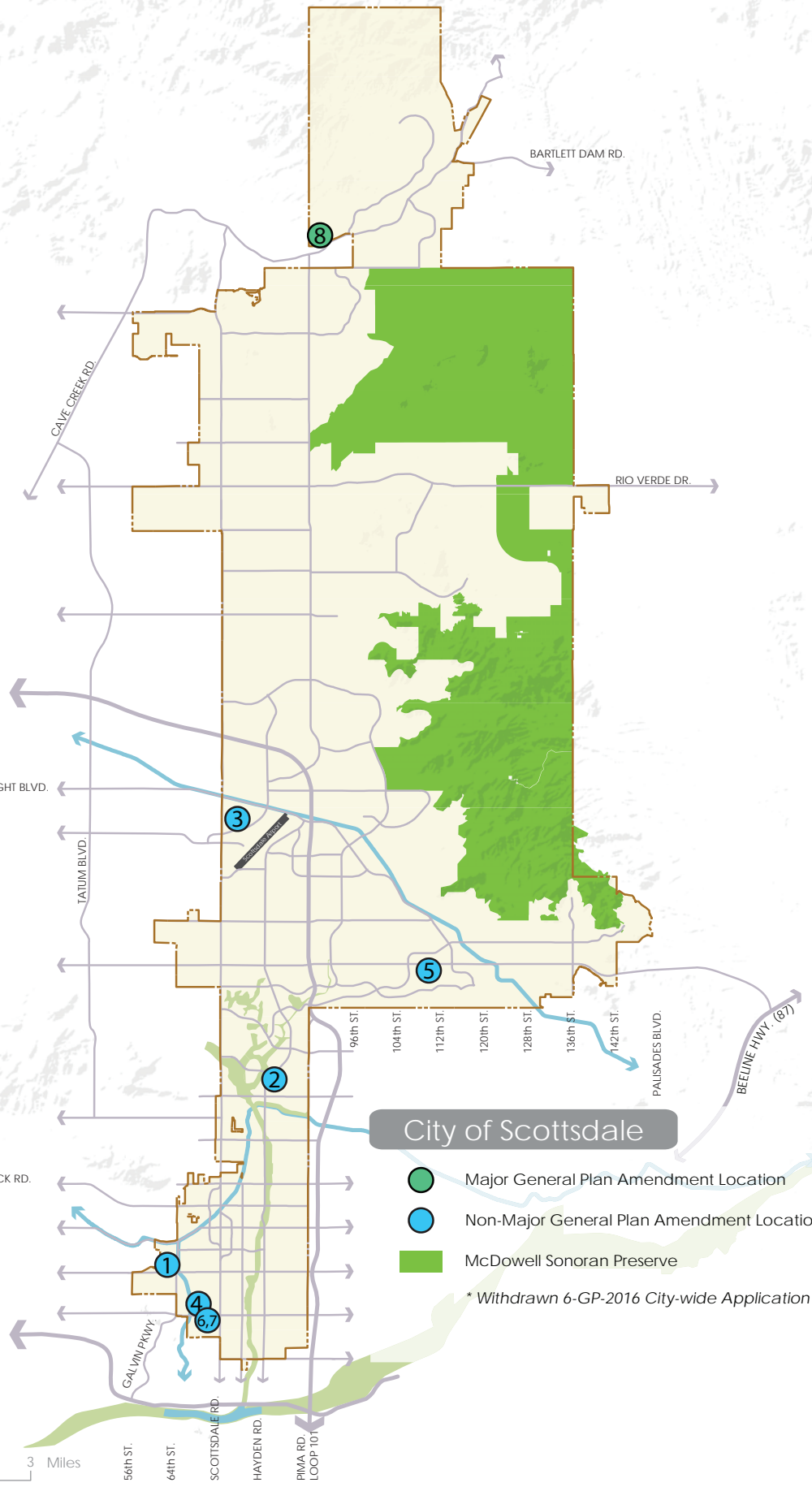
Adopted by City Council on December 1, 2016, with a vote of 7-0.

WITHDRAWN GENERAL PLAN AMENDMENTS

The following General Plan amendment case was submitted and subsequently withdrawn between January and December 2016:

- **General Plan 2016 (6-GP-2016)** – This was a request by the City of Scottsdale to recommend approval for the adoption of a proposed new General Plan for Scottsdale, entitled "General Plan 2035", in order to revisit and revise the community's long term objectives and land development policies for future growth, development and redevelopment and to amend existing GP elements and add the new GP elements required by State law. The General Plan 2035 was intended to comply with State law requiring cities to revisit and adopt a General Plan every ten (10) years and send the adopted GP to the voters for ratification. One of the many changes in the proposed GP 2035, was a new, more restrictive, Desert Rural Residential Land Use category. The proposed GP 2035, if adopted and later ratified by the voters, would have changed the current GP Land Use Map and the land use designations of approximately 7800 acres. The case was withdrawn on October 5, 2016 per City Council direction.
(Cross-Reference Land Use, Housing, Neighborhoods, Growth Areas and Open Space & Recreation Elements)

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





CITY OF SCOTTSDALE
GENERAL PLAN 2001

ANNUAL REPORT

JANUARY - DECEMBER 2016