



City of Scottsdale General Plan 2001 ANNUAL REPORT

January-December 2013 Review

Acknowledgements

CITY COUNCIL

Mayor W. J. "Jim" Lane	Linda Milhaven
Suzanne Klapp	Guy Phillips
Virginia Korte	Dennis Robbins
Robert Littlefield	

PLANNING COMMISSION

Michael D'Andrea, Chair	Erik Filsinger
David Brantner	Ed Grant
Matthew Cody	Jay Petkunas
Michael Edwards	

PROJECT STAFF

Fritz Behring, *City Manager*

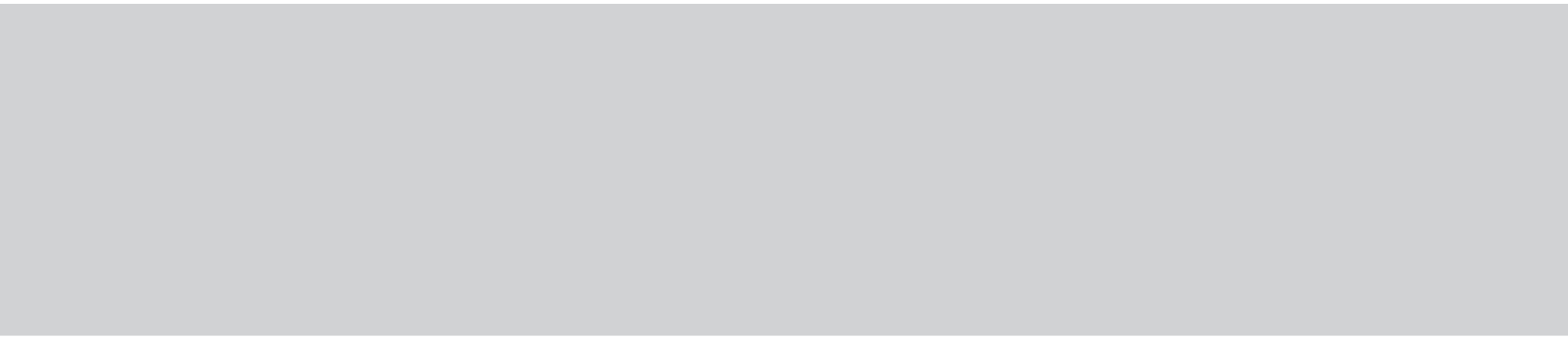
Randy Grant, *Planning, Neighborhood, and Transportation Administrator*

Erin Perreault, *AICP, Long Range Planning Manager*

Taylor Reynolds, *Planner/Report Author*

CITYWIDE DIVISIONS/DEPARTMENTS

Administrative Services	Mayor and City Council
City Attorney	Planning & Development
City Auditor	Public Safety
City Clerk	Public Works
City Court	Transportation
City Manager's Office	Water Resources
City Treasurer	WestWorld
Community & Economic Development	
Community Services	





Executive Summary

OVERVIEW

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 Statutes require 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 progress.

The purpose of this report is to review the advancement and implementation of the General Plan in order to fulfill the state mandated requirement for annual review, and to ensure that it still functions in the same manner as expressed above. This report provides a list of major accomplishments to illustrate how the General Plan goals have been implemented for the reporting period of January through December 2013. It also includes a summary of Council-adopted non-major and major General Plan amendments as well as withdrawn General Plan amendments.

HIGHLIGHTS OF ACCOMPLISHMENTS

The following is an abbreviated list of 2013 accomplishments. Details on these projects, and the General Plan goals they implement, are included in the body of the full report.

- **Environmental Excellence Awards** – Scottsdale was presented with a Crescordia award at the Arizona Forward Association’s 33rd Annual Environmental Excellence Awards ceremony for Tom’s Thumb Trailhead. The trailhead was recognized as a sustainable civic project unique in its environmental integration and self-sufficiency.

- **Historic Preservation** – City Council approved a historic preservation overlay zoning to the Glass and Garden Community Church at 8620 East McDonald Drive, the Holy Cross Lutheran Church at 3110 North Hayden Road, and the First Church of Christ, Scientist at 6427 East Indian School Road. These three places of worship met the eligibility criteria for Historic Preservation designation as historically and architecturally significant properties.
- **Scottsdale’s Museum of the West** – City Council approved a request for rezoning and municipal use permit at the northwest corner of Marshall Way and 1st Street, thus allowing for the development of Scottsdale’s Museum of the West. The project will create a museum and exhibition venue and provide an enriched visitor attraction that will expand Scottsdale’s tourism industry.
- **Best Places to Live** – Livability.com, a national website that ranks quality of life in America’s small and mid-sized cities, named Scottsdale as one of the Top 100 Best Places to Live. To produce the list, Livability.com partnered with Martin Prosperity Institute and conducted a study of more than 1,700 U.S. cities and the factors that make them the best places to live, work and play.
- **Scottsdale Visioning Town Hall** - Arizona Town Hall, under contract of the City of Scottsdale, convened a Future Leaders Town Hall for Scottsdale youth. 100 community members with a broad-range of backgrounds, expertise and geographic representation of our city were chosen to participate in the Town Hall. The purpose of the Town Hall was to kick-start the updating of the City of Scottsdale General Plan by allowing participants the opportunity to help shape the future of Scottsdale through a visioning exercise.
- **Future Leaders Town Hall** - Arizona Town Hall, under contract of the City of Scottsdale, convened a Future Leaders Town Hall for Scottsdale youth. 82 young Scottsdale community members, who’s ages ranged from as young as 14 to as old as 22, gathered together to discuss the future of the community and what Scottsdale should value as it looks toward its future. The Future Leaders recommended adding education as a key community value, increasing environmental programs, adding more public transportation options, and engaging the youth more often in civic discussions.
- **The Standard at Valley Ho** – City Council approved a request to modify previously-approved zoning stipulations and amended development standards to allow for a 135-unit residential development located at the southwest corner of Main Street and 69th Street in the Downtown. The intended development proposes to incorporate similar building massing, scale, and materials as adjacent developments so as to help integrate into the surrounding neighborhoods.
- **Neighborhood Protection** – Through code enforcement, evening, weekend, and special event inspection programs continued, resulting in the abatement of more than 1,334 graffiti sites and the removal of more than 2,452 non-permitted signs from public rights-of-way throughout the City.

- **Neighborhood Clean-up** – Community partnerships with neighbors and volunteers and the city’s Neighborhood Resources and Solid Waste departments are utilized to keep Scottsdale’s neighborhoods and residential properties free of brush, invasive plants, litter, debris, and clutter. This program offers use of a free 30-yard roll-off container and/or a trailer full of landscape tools. The “Neighborhood Clean-up” program has an annual average of 12 resident-driven clean-ups, commonly eliminating over 40 tons of unneeded waste. The program operates free of charge to the citizens who qualify by organizing 5 or more volunteers or neighbors who work together.
- **Preserve Acquisition** – City staff successfully bid on 2,365 acres of land at public auction for the Scottsdale McDowell Sonoran Preserve. Partial funding for the acquisition was assisted by the Growing Smarter State Trust Land Acquisition Grant approved by the Arizona State Parks Board. Scottsdale’s mountain preserve now encompasses approximately 30,200 contiguous acres - more than 47 square miles.
- **George “Doc” Cavalliere Park** – In addition to numerous accolades already received, Cavalliere Park is the first project certified in Arizona and among 23 projects nationwide certified by the Sustainable Sites Initiative. The recognition was for demonstrating an innovative and successful application of sustainable land design and development practices. Sustainable features include on-site stormwater management, preservation and restoration of native plants and soils, reuse of materials salvaged on site, elimination of unnecessary paints and finishes, and incorporation of sustainable technologies such as photovoltaic panels and LED lighting.
- **Downtown Text Amendment** – City Council approved a text amendment to the Zoning Ordinance pertaining to the Downtown. Intended to implement the goals and policies of the Downtown Plan, the text amendment incorporates a more logical order of standards, requirements, provisions, and eliminates outdated and conflicting requirements with language that is easier to understand.
- **Library Services and Technology Act Grant** – Scottsdale’s Library Department accepted a grant from a Library Services and Technology Act titled ‘Eureka! Welcoming the innovation Economy to Scottsdale’ for \$50,000. This grant focuses on the library as a central resource for entrepreneurship, collaborative workspace and small business generation for the citizens of Scottsdale.
- **Bicycle Friendly** – The City of Scottsdale reached Gold Level in the Bicycle Friendly Community Program from the League of American Bicyclists – a goal from the 2008 Transportation Master Plan. The Bicycle Friendly Community award recognizes a community’s commitment to improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure, and pro-bicycling policies. In addition, Scottsdale is rated among the top 20 bicycle-friendly communities in the nation.

GENERAL PLAN AMENDMENTS 2013

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

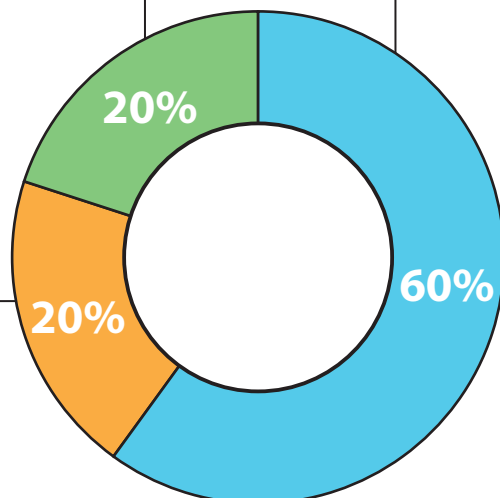
- CVS Pharmacy (5-GP-2012)
- Alta Scottsdale (6-GP-2012)
- 60th Street and Carefree Highway (1-GP-2013)
- Villas 136 (2-GP-2013)
- Scottsdale 92 Lofts (3-GP-2013)
- The Residences at the Borgata (7-GP-2012)

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

- Boulders Villas (4-GP-2013)
- 77 on the Park (7-GP-2013)

Withdrawn General Plan Amendments:

- Reata Pass (5-GP-2013)
- Lifetime Care Group (6-GP-2013)



Introduction

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 Statutes require 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 progress.

The purpose of this report is to review the advancement and implementation of the General Plan in order to fulfill the state mandated requirement for annual review and to ensure that it still functions in the same manner as expressed above. This report provides a list of major accomplishments to illustrate how the General Plan goals have been implemented for the reporting period of January through December 2013. It also includes a summary of Council-adopted non-major and major General Plan amendments as well as withdrawn General Plan amendments.

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.

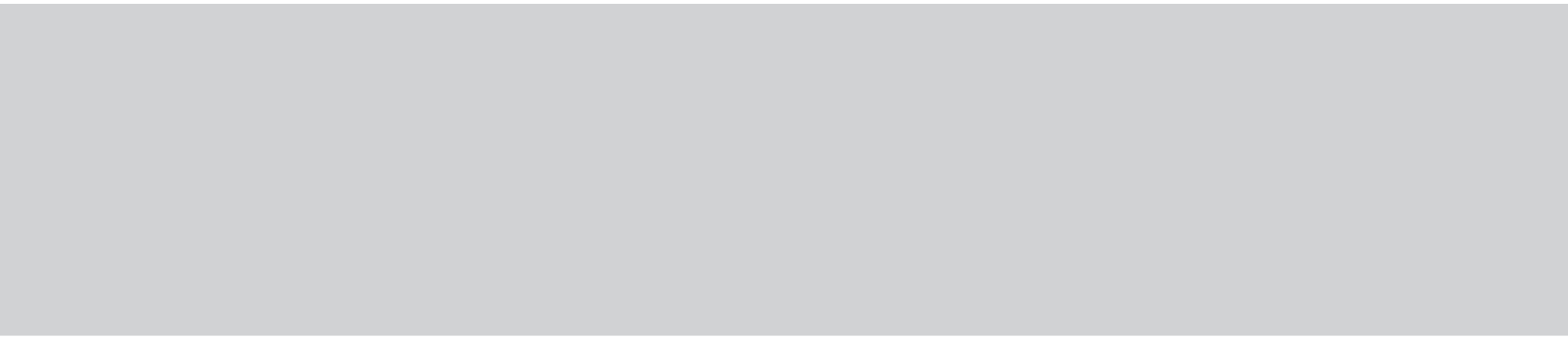
The first section of this report - comprised of accomplishments realized through General Plan implementation - is organized by the various elements within the plan. The City of Scottsdale General Plan 2001 varies from the structure outlined in state law, which mandates fifteen required elements. The General Plan includes three community created elements: Character and Design, Economic Vitality, and Community Involvement (See General Plan Elements Comparison Table

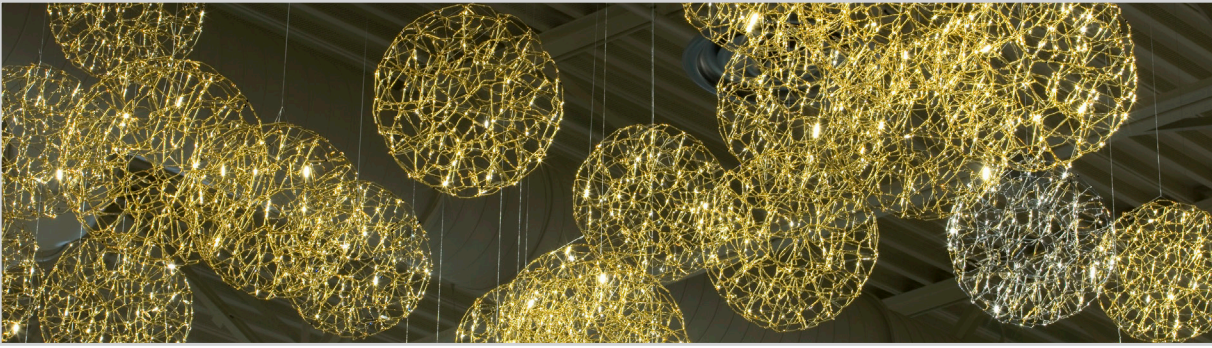
below). Some of the state mandated elements have been combined and some have been expanded beyond what is required by state law. Major accomplishments are listed under these elements along with the General Plan abbreviated goals they implemented. It must be noted that not every accomplishment this past year is included in this report.

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 describes major and non-major General Plan amendments that were adopted by the Scottsdale City Council as well as those withdrawn during the reporting period.

General Plan Elements Comparison Table

Scottsdale 2001 General Plan Elements	State Mandated Elements
Character and Design Element	(No comparable required element)
Land Use Element	Land Use Element
Economic Vitality Element	(No comparable required element)
Community Involvement Element	(No comparable required element)
Housing Element	Housing Element
Neighborhoods (Includes Conservation, Rehabilitation, and Redevelopment)	Conservation, Rehabilitation, and Redevelopment Element
Preservation and Environmental Planning (Includes Conservation)	Conservation Element Environmental Planning Element
Open Space and Recreation	Open Space Element Recreation Element
Cost of Development	Cost of Development
Growth Areas	Growth Areas Element
Public Services and Facilities (Includes Public Buildings, Safety, and Water Resources)	Public Buildings Element Public Services and Facilities Element Safety Element Water Resources Element
Community Mobility (Includes Circulation, Bicycling, and Technology)	Circulation Element Bicycling Element





Character and Design Element

The Character and Design Element focuses on character and quality of design throughout the community. It covers streetscape design, the review process for development design, historic and archeological preservation, and the role of art in defining the city's character. This element is a community created element.

Goal 1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

Boulders Villas – City Council approved a request for a major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for an 18± acre site from Commercial to Suburban Neighborhoods. The amendment allows for a single-family residential development at Westland Drive and Scottsdale Road. When built, the development will complement the adjacent development patterns by providing residential densities and character consistent developments within the area.

Goal 2: Review the design of all development proposals to Foster quality design that enhances Scottsdale as a unique southwestern desert community.

Environmental Excellence Awards – Scottsdale was presented with a Crescordia award at the Arizona Forward Association's 33rd Annual Environmental Excellence Awards ceremony for Tom's Thumb Trailhead. The trailhead was recognized as a sustainable civic project unique in its environmental integration and self-sufficiency.

Goal 3: Identify Scottsdale's historic, archaeological and cultural resources, promote an awareness of them for future generations, and support their preservation and conservation.

Historic Preservation – City Council approved a historic preservation overlay zoning to the Glass and Garden Community Church at 8620 East McDonald Drive, the Holy Cross Lutheran Church at 3110 North Hayden Road, and the First Church of Christ, Scientist at 6427 East Indian School Road. These three places of worship met the eligibility criteria for Historic Preservation designation as historically and architecturally significant properties.

Goal 4: Encourage “streetscapes” for major roadways that promote the city’s visual quality and character, and blend into the character of the surrounding area.

Thomas Road Streetscape – Construction began on the Thomas Road Streetscape project at 73rd Street and will extend past Miller Road. The planned landscaping will be colorful and conservation friendly. Landscaped medians will provide an attractive focal point and improve traffic control, while pedestrian lighting will be included to provide enhanced safety. Public Art, entitled Swale, by artist Stacy Levy will be installed on the Thomas Road Bridge at the Indian Bend Wash and will include colorful sculptural bouquets of tall grass and seed pods attached to each side of the bridge over the wash.

Goal 5: Build upon the significant role the arts have played in shaping our community’s image and lifestyle by maximizing the potential of public art to enrich the daily lives of people that live in or visit Scottsdale.

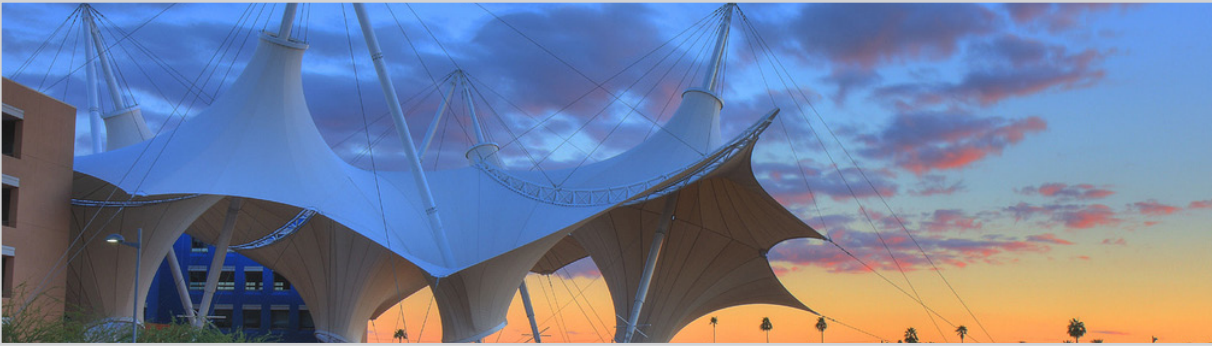
Canal Convergence – Scottsdale Public Art – in collaboration with Salt River Project (SRP) – brought local and international artists together with Valley residents for a unique celebration of the arts. Located on the banks of SRP’s Arizona Canal at Scottsdale Waterfront, the event combined temporary art installations with information regarding the Valley’s unique canal culture and history.

Bil Keane Statue – A 9-foot 7-inch bronze statue titled “Giddy-Up, Daddy”, memorializing “Family Circus” creator Bil Keane, was dedicated at the McCormick-Stillman Railroad Park. The bronze statue is a unique piece, combining animation and realism through its depiction of Bil on all fours giving his four comic-strip children a piggyback ride. Donations from the public and the Keane family paid for the entire cost of the project.

Goal 6: Recognize the value and visual significance that landscaping has upon the character of the community and maintain standards that result in substantial, mature landscaping that reinforces the character of the city.

Hewson Investments – City Council approved a request for an Infill Incentive District project in the Downtown allowing for amended development standards that include approximately 112 residential units. Part of the proposal included nearly 2,800 square feet of onsite landscaping, totaling approximately 27% of the total site. Furthermore, the project is stipulated to include landscape, streetlight, and streetscape improvements along 75th Street, Indian Plaza, and Civic Center Plaza.

Goal 7: Encourage sensitive outdoor lighting that reflects the needs and character of different parts of the city.



Land Use Element

The purpose of the Land Use Element is to show the general distribution, type and location of land uses. It includes policies that focus on coordinating land uses at the regional, citywide, and local level. It also discusses the relationships between land use, transportation, preservation, economic vitality, neighborhood preservation and revitalization. This element is state mandated.

Goal 1: Recognize Scottsdale's role as a major regional economic and cultural center, featuring business, tourism, and cultural activities.

Scottsdale's Museum of the West – City Council approved a request for rezoning and municipal use permit at the northwest corner of Marshall Way and 1st Street, thus allowing for the development of Scottsdale's Museum of the West. The project will create a museum and exhibition venue and provide an enriched visitor attraction that will expand Scottsdale's tourism industry.

Goal 2: Coordinate land uses affecting regional networks (mobility, economic, and open space) with adjacent jurisdictions to maintain the integrity and efficiency of each network.

Joint Council Meetings - Several joint meetings were held between Scottsdale's City Council and Paradise Valley's Town Council throughout 2013. These meetings were held as a means for the two (2) councils to keep communications open for future collaboration efforts.

Joint Staff Meeting - City of Scottsdale and City of Tempe staff held a joint meeting in 2013 as a means to keep communications open in terms of information sharing and future collaboration efforts.

Goal 3: Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

Villas 136 – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for an 8.8± acre site from Commercial to Urban Neighborhoods. The approval allows for a vacant retail site at 11711 North 136th Street to redevelop as a multi-family, residential project. The project maintains a Natural Area Open Space buffer between the proposed development and the adjacent single-family homes.

Goal 4: Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

Text Amendment – City Council approved text amendments for the following zoning districts in 2013: C-1, PNC, and PCoC. The text amendments were initiated as part of the on-going effort to update the Zoning Ordinance. The amendments were intended as a clean-up and improvement effort to modernize and enhance the usefulness of the Zoning Ordinance while incorporating standardized language, style, and format.

Goal 5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

77 on the Park – City Council approved a request for a major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 1.9± acre site from Cultural/Institutional or Public Use to Urban Neighborhoods. The approval allows for a site located at 1250 and 1300 North 77th Street to redevelop as a multi-family, residential project. Given its location, the development will provide a variety of options for residents to connect to regional and local transit systems - including: Valley Metro bus connections, Scottsdale Trolley, as well as pedestrian and cycling opportunities within the Indian Bend Wash and along the street systems.

Goal 6: Promote land use patterns that conserve resources, such as land, clean air, water, and energy, and serve all people, within the community.

Hewson Investments – City Council approved a request for an Infill Incentive District project in the Downtown. The approval allows for amended development standards that include approximately 112 residential units, thus allowing for concentrated development in the Downtown Growth Area that discourages future sprawl as well as allowing people to live, work, play and shop in the same general area.

Goal 7: Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

The Standard at Valley Ho – City Council approved a request to modify previously-approved zoning stipulations and amended development standards to allow for a 135-unit residential development located at the southwest corner of Main Street and 69th Street in the Downtown. The intended development proposes to incorporate similar building massing, scale, and materials as adjacent developments so as to help integrate into the surrounding neighborhoods.

Goal 8: Encourage land uses that create a sense of community among those who work, live, and play within local neighborhoods.

Miller Plaza Redevelopment – City Council approved a zoning district map amendment from Planned Neighborhood Center (PNC) to Central Business (C-2) at 7628 East Indian School Road. The amendment will enable reinvestment of an existing, aging retail center. The proposal will retain context-appropriate buffers and the open space plaza found on the existing site.

Downtown Text Amendment – City Council approved a text amendment to the Zoning Ordinance pertaining to the Downtown. Intended to implement the goals and policies of the Downtown Plan, the text amendment incorporates a more logical order of standards, requirements, provisions, and eliminates outdated and conflicting requirements with language that is easier to understand.

Text Amendment – City Council approved a text amendment to the Zoning Ordinance, affecting the Planned Commerce Park (PCP) district. The revisions generated as part of the text amendment were intended to create an implementation platform that would encourage development that is consistent with the goals and policies contained within the approved Greater Airpark Character Area Plan.

Best Places to Live – Livability.com, a national website that ranks quality of life in America's small and mid-sized cities, named Scottsdale as one of the Top 100 Best Places to Live. To produce the list, Livability.com partnered with Martin Prosperity Institute and conducted a study of more than 1,700 U.S. cities and the factors that make them the best places to live, work and play.

Goal 9 : Provide a broad variety of land uses that create a high level of synergy within mixed-use neighborhoods.

Planned Regional Center Text Amendment – City Council approved a text amendment to the Zoning Ordinance, affecting the Planned Regional Center (PRC) District. The amendment added provisions to the PRC district text to create a mechanism for amended development standards within the district. As such, the amendment was drafted with the intent of creating a living environment that would be superior to that which could be accomplished with the then-existing standards, while minimizing any adverse impacts on surrounding properties.

Las Aguas – City Council approved a rezoning request from Highway Commercial District (C-3) to Planned Unit Development (PUD) at 6640 East McDowell Road. The approval allows for the construction of 154 multi-family residential units. The proposal intends to sensitively integrate with the adjacent neighborhood by not constructing north-facing balconies and incorporating buffering elements such as garage buildings and dense plantings. The prospective development will work to invigorate the area while respecting the character of the adjacent neighborhoods.

Residences at Scottsdale Quarter – City Council approved a zoning amendment request for amended development standards to increase the allowable building height to 90 feet, consequently ensuring the development of a multi-family, residential development at the southwest corner of 73rd Street and Greenway-Hayden Loop. The proposed mixed-use building introduces the residential component to Scottsdale Quarter, which was always intended as a mixed-use development.



Economic Vitality Element

The purpose of the Economic Vitality Element is to maintain the economic strength and fiscal sustainability of the city. This element focuses on the creation and retention of jobs, revitalization of older commercial areas, and key industries such as tourism and retail. This is a community created element.

Goal 1: Sustain and strengthen Scottsdale's position as a premier international and national tourism destination and resort community.

Special Events – Tourism driven events are an important part of the Scottsdale tourism “product” and as such are used as destination marketing tools. The industry and the city benefit from the increased visitor recognition of Scottsdale through the promotion of these events, and residents are provided access to a wide variety of high-quality entertainment options. Scottsdale continued to be a tourist destination by supporting signature events including, but not limited to, P.F. Chang's Arizona Rock 'N' Roll Marathon, Barrett-Jackson Auto Auction (set new attendance and vehicles-sold records), Waste Management Open (set new Friday and Saturday attendance record), Arabian Horse Show, Parada del Sol Parade and Rodeo, Scottsdale Arts Festival, San Francisco Giants Spring Training, 35th Annual Scottsdale Culinary Festival, Tour de Scottsdale, Arizona Bike Week, Scottsdale Showdown, Scottsdale Polo Championships Horses and Horsepower, Baseball Festival, Schwab Cup Golf Tournament, Goodguys Car Show, Railfair and Summer Concert series.

Tourism Development and Marketing Strategic Plan– City Council adopted the 2012 Tourism Development and Marketing Strategic Plan and Plan Implementation Process documents. The strategies and tactics outlined in the documents provide an opportunity to enhance the Scottsdale tourism destination and ensure Scottsdale's future competitive position through the implementation of the plan.

Arizona Council for International Visitors – City Council approved a contract with the Arizona Council for International Visitors to assist international visitors, provide protocol services, and provide office space for the Scottsdale Sister Cities Association.

Tourism Advisory Task Force – City Council approved the formation of the Tourism Advisory Task Force for the purpose of serving in an advisory capacity to City Council in regard to the Tourism Development and Marketing Strategic Plan. The Advisory Task Force will be the custodians of the plan's vision and strategies, as well as periodically communicate with strategic leads and City Council. The approval also included the appointment of nine individuals who provide cumulative expertise in five key areas: Tourism, Business Development, Arts & Culture, Next Generation, and Environmental and/or Civic Engagement.

Hospitality Trolley – Ridership for Scottsdale’s Hospitality Trolley increased by 7% from 2012 to 2013. The Hospitality Trolley shuttled over 17,000 riders between January and March. Visitors were able to utilize the trolley in reaching stops along Scottsdale Road at Scottsdale resorts, restaurants, entertainment venues, shopping centers, and local events.

Scottsdale’s Museum of the West – City Council approved a request for rezoning and municipal use permit at the northwest corner of Marshall Way and 1st Street, thus allowing for the development of Scottsdale’s Museum of the West. The project will create a museum and exhibition venue and provide an enriched visitor attraction that will expand Scottsdale’s tourism industry.

Goal 2: Encourage and maintain a high level of diverse, quality retail and entertainment activity in Scottsdale that supports the needs of Scottsdale’s residents and visitors.

eCity – Google named Scottsdale the 2013 eCity of Arizona, recognizing Scottsdale as the strongest online business community in the state. Google and independent research firm Ipsos analyzed the online strength of local small businesses across all 50 states and weighed a variety of factors including the likelihood of small businesses to have a website, use a blog, promote themselves on a social network, sell goods directly from their web pages, and whether they had a mobile-friendly website. The winning cities exhibited strong engagement and potential for growth within the digital economy. Scottsdale was recognized as having web-savvy businesses connecting tourists and locals alike with the area’s outdoor activities, restaurants, and shops.

Small Business Saturday - Scottsdale participated for the third year in Small Business Saturday, a national campaign to drive consumers to shop at local merchants during the heaviest shopping weekend of the year—Thanksgiving. In collaboration with merchant associations and through the use of social media, the City was able to expand this program into a broader community effort.

Goal 3: Encourage and support a diversity of businesses that contribute to Scottsdale’s sales and property tax base so that needed infrastructure, physical amenities, services, and the expansion of such services are provided.

Ice Cream Trucks – City Council adopted an Ordinance that would allow mobile ice cream truck businesses to operate in Scottsdale.

Goal 4: Foster new and existing economic activities and employment opportunities that are compatible with Scottsdale's lifestyle.

Library Services and Technology Act Grant – Scottsdale's Library Department accepted a grant from a Library Services and Technology Act titled 'Eureka! Welcoming the innovation Economy to Scottsdale' for \$50,000. This grant focuses on the library as a central resource for entrepreneurship, collaborative workspace and small business generation for the citizens of Scottsdale.

Goal 5: Locate and integrate non-residential development to improve access and visibility and to protect the integrity of neighborhoods.

CVS Pharmacy – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 1.56± acre site from Office to Commercial. The approval allows for the redevelopment of a vacant office building at McDonald Drive and Scottsdale Road to a CVS Pharmacy Store. The development will be compatible with the design, scale, and function of the existing shopping center while also contextually compatible with the adjacent neighborhoods.

Goal 6: Develop partnerships that will support and promote quality employment and business opportunities.

Sister Cities – City Council endorsed a Sister City partnership with the County of Uasin Gishu, Kenya. This endorsement allows for the fostering of international relations for the purposes of economic and cultural exchanges between the City of Scottsdale and Uasin Gishu.

Eureka Loft – The collaborative space, Eureka Loft, within the Civic Center Library has helped thousands looking for mentorship, collaboration or a free place to work and network with others. Over the course of 2013, three limited liability companies were created using assistance provided in the Eureka Loft, including a baking company, a graphic design shop, and a customs broker.

Goal 7: Sustain long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

CVS Pharmacy – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 1.56± acre site from Office to Commercial. The approval allows for the redevelopment of a vacant office building at McDonald Drive and Scottsdale Road to a CVS Pharmacy Store. The development will create new grocery and convenience amenities for nearby residents.

Miller Plaza Redevelopment – City Council approved a zoning district map amendment from Planned Neighborhood Center (PNC) to Central Business (C-2) at 7628 East Indian School Road. The amendment will enable reinvestment in the existing, aging retail center to occur. The proposal will retain context-appropriate buffers and the open space plaza found on the existing site.

San Travesia –The redevelopment of 27.5 +/- acres located at the southeast corner of 74th Street and McDowell Road is currently underway. The ensuing development will result in San Travesia – a multifamily residential, apartment complex.

Optima Sonoran Village – Construction continued on the redevelopment of a vacated apartment complex at 68th Street and Camelback Road. Optima Sonoran Village will include approximately 781 residential units for lease and 12,500 square feet of retail/restaurant space. Part of the proposal includes a landscape buffer on all sides of the project as well as integrated plant materials within the project itself, so as to provide a context-sensitive transition to the surrounding neighborhood character.

Mercedes Benz of Scottsdale – The redevelopment of an older office building to accommodate a new Mercedes Benz headquarters vehicle leasing, rental, and sales at the southeast corner of Highland and Scottsdale Road resulted in a total \$25 million investment within the Downtown.

Alta Scottsdale – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 6.5± acre site from Commercial to Mixed-Use Neighborhoods. The approval allows for the redevelopment of the former vacant Rural Metro site at Granite Reef and Indian School Roads to multi-family residential. The site is in close proximity to the Downtown, numerous retail, employment, and entertainment uses, thus allowing for live, work, and play relationships.



Community Involvement Element

The Community Involvement Element sets goals for civic dialogue about issues, opportunities, development, projects, regulations and policy revisions. It recognizes that community involvement is a responsibility of the city, the public, private groups and organizations. This element emphasizes constructive dialogue, information sharing and consensus building. This is a community created element.

Goal 1: Seek early and ongoing involvement in project/policy-making discussions.

Scottsdale General Plan 2014 – As a means to inform the update of the General Plan, the City held several outreach opportunities over the course of 2013. Opportunities to participate included the Future Leaders Town Hall, Scottsdale Visioning Town Hall, General Plan Task Force meetings, and the General Plan Workshop Series.

Budget 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.

Goal 2: Proactively seek community-wide representation on issues through vigorous outreach programs that engage citizens who are not typically involved.

Scottsdale Visioning Town Hall - Arizona Town Hall, under contract of the City of Scottsdale, convened a Future Leaders Town Hall for Scottsdale youth. 100 community members with a broad-range of backgrounds, expertise and geographic representation of our city were chosen to participate in the Town Hall. The purpose of the Town Hall was to kick-start the updating of the City of Scottsdale General Plan by allowing participants the opportunity to help shape the future of Scottsdale through a visioning exercise.

Future Leaders Town Hall - Arizona Town Hall, under contract of the City of Scottsdale, convened a Future Leaders Town Hall for Scottsdale youth. 82 young Scottsdale community members, who’s ages ranged from as young as 14 to as old as 22, gathered together to discuss the future of the community and what Scottsdale should value as it looks toward its future. The Future Leaders recommended adding education as a key community value, increasing environmental programs, adding more public transportation options, and engaging the youth more often in civic discussions.

Goal 3: Publish and process city issues in a manner that is relevant to citizens' daily lives and personal and professional interests.

Citizen-Centric Reporting – For the third year in a row, the City of Scottsdale earned the Certificate of Excellence in Citizen-Centric Reporting from the Association of Government Accountants. The award was given for the City's annual "Report to Our Citizens" and ensured that Scottsdale was one of only three cities in the country to have earned this award three times. The certificate is a means of recognizing local governments that provide "financial information to citizens in forms that are clear and understandable, updated regularly and often, delivered to all, easy to locate, honest in breadth and technically accurate in detail.

Goal 4: Accept and respond to new ways of communicating and new technologies.

Photo Challenge – Scottsdale, in partnership with PBS, sponsored the Visions of Scottsdale Photo Challenge as an opportunity for input on the 2014 Scottsdale General Plan. Photos collected from the contest would be used in future General Plan outreach opportunities as well as General Plan materials and documents.

Digital City Survey – Scottsdale was honored by the Center for Digital Government for using technology to eliminate waste, enhance service levels, improve transparency, and engage with citizens in the digital world. The survey criteria focused on results achieved by cities - via the use of technology - in operating efficiencies, realizing strategic objectives, innovative or creative solutions or approaches, effective collaboration and transparency measures, among others.

Goal 5: Make available facts and information about community issues to increase understanding and insight into the complexity of challenges that affect the community.

Budget Book –The City's budget document earned notable recognition from the Government Finance Officers Association. The City's fiscal year 2012/13 Budget Book earned the "Distinguished Budget Presentation Award" for the 23rd consecutive year, while also receiving special distinctions as an "Outstanding Policy Document", an "Outstanding Communications Device", and recognition for performance measures.

Strategic Planning Workshop –City Council held a Strategic Planning Workshop on May 8, 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. Priorities derived from the event include getting the McDowell corridor on the right track, strategic support of tourism and visitor events, and creating a high performance work culture for city staff.

Performance Measurement Excellence – Scottsdale was honored as one of only 28 cities to receive the Certificate of Excellence for Performance Measurement by the International City & County Management Association (ICMA). The ICMA Center for Performance Measurement awards certificates each year to recognize local government performance management programs, encourage comparative analysis, and reward transparency.

Community Education – Scottsdale provided Scottsdale 101, Neighborhood College, and Scottsdale 101 for Realtors classes as a means of providing increased awareness and involvement in city government.

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.

Goal 6: Foster community partnerships, community catalysts, and community networks as a means of sharing information and responsibilities and working on collaborative solutions.

Scottsdale Visioning Town Hall - Arizona Town Hall, under contract of the City of Scottsdale, convened a Future Leaders Town Hall for Scottsdale youth. 100 community members with a broad-range of backgrounds, expertise and geographic representation of our city were chosen to participate in the Town Hall. The purpose of the Town Hall was to kick-start the updating of the City of Scottsdale General Plan and allowed participants the opportunity to continue the tradition of "Community Visioning" to reevaluate community issues, goals, and vision for the future.

Downtown Ambassadors – The Downtown Ambassador Volunteer program grew from 81 to 89 volunteers with over 3200 hours manning kiosk informational carts, special events, cart stocking, roving the streets, riding the trolleys and various "behind the scenes" activities.

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 39 parties and approximately 1500 homes participating. The "Keep Scottsdale Beautiful" events had a total of 630 volunteers clean 180 miles of roadway, and the Adopt-a-Road program had 131 registered groups with more than 2,300 volunteers keeping over 400 miles of Scottsdale roadsides adopted and cleaned throughout the year.



Housing Element

The Housing Element focuses on housing opportunities that enhance the character, diversity, and vitality of the city. It discusses housing affordability, revitalization of existing housing stock and neighborhoods, and provides guidance for the overall housing needs of the community. This element is state mandated.

Goal 1: Preserve the quality of existing dwellings and neighborhoods so that people will find our community a healthy, safe and attractive place to call home today and into the future

Code Enforcement – The total number of code violations decreased in neighborhoods over the previous year while staff-initiated code enforcement cases increased. In all, Code Enforcement issued 9,473 Compliance notices and performed 25,876 inspections/reinspections. As a result, 92.5% of cases were resolved through voluntary compliance by the property owner.

Goal 2: Seek a variety of housing options that blend with the character of the surrounding community.

The Standard at Valley Ho – City Council approved a request to modify previously-approved zoning stipulations and amended development standards to allow for a 135-unit residential development located at the southwest corner of Main Street and 69th Street in the Downtown. The intended development proposes to incorporate similar building massing, scale, and materials as adjacent developments so as to help integrate into the surrounding neighborhoods.

Goal 3: Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

Housing Assistance - The city allocated \$1.4 million in Community Development Block Grant (CDBG) funds to 16 agencies in fiscal year 2013/2014 to assist over 1,247 persons through public services, housing activities and public facilities. To preserve affordable housing in the community, \$237,857 was allocated in HOME funds for acquisition, rehabilitation of single and multi-family housing, and reselling of these homes to qualified low-income, first-time homebuyers.

Goal 4: Encourage housing development that provides for “live, work, and play” relationships as a way to reduce traffic congestion, encourage economic expansion and increase overall quality of life for our residents.

Alta Scottsdale – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 6.5± acre site from Commercial to Mixed-Use Neighborhoods. The approval allows for the redevelopment of the former Rural Metro site at Granite Reef Road Indian School Road to multi-family residential. The site is in close proximity to the Downtown, numerous retail, employment, and entertainment uses, thus allowing for live, work, and play relationships.

Goal 5: Encourage the investment of resources and use of existing and future tools to promote the revitalization of Scottsdale’s older neighborhoods and adaptation of dated housing stock.

Belleview Land Acquisition – City Council approved the purchase of property located at 7220 and 7224 East Belleview. As a result of the purchase, the City will seek to enter into an agreement with a developer to rehabilitate the properties and put them to use as affordable housing.

San Travesia –The redevelopment of 27.5 +/- acres located at the southeast corner of 74th Street and McDowell Road is currently underway. The ensuing development will result in San Travesia – a multifamily residential, apartment complex.

Optima Sonoran Village – Construction continued on the redevelopment of a vacated apartment complex at 68th Street and Camelback Road. Optima Sonoran Village will include approximately 781 residential units for lease and 12,500 square feet of retail/restaurant space. Part of the proposal includes a landscape buffer on all sides of the project as well as integrated plant materials within the project itself, so as to provide a context-sensitive transition to the surrounding neighborhood character.

Goal 6: Encourage the increased availability and integration of a variety of housing that supports flexibility, mobility, independent living, and services for all age groups and those with special needs.



Neighborhoods Element

The Neighborhoods Element focuses on preserving, revitalizing, and reinvesting in the city's neighborhoods, including all types of residential areas, as well as commercial and employment centers. This element is state mandated.

Goal 1: Enhance and protect diverse neighborhoods so they are safe and well maintained.

Neighborhood Safeguarding – Based on International City Management Association (ICMA) data, Scottsdale is the fastest and most efficient Code Enforcement agency for jurisdictions with more than 100,000 residents. In 2013, the average time for a Code Inspector to respond to a complaint turned in by a citizen was 0.2 Days.

Neighborhood Protection – Through code enforcement, evening, weekend, and special event inspection programs continued, resulting in the abatement of more than 1,334 graffiti sites and the removal of more than 2,452 non-permitted signs from public rights-of-way throughout the City.

Goal 2: Use redevelopment and revitalization efforts to provide for the long-term stability of Scottsdale's mature residential and commercial neighborhoods.

Villas 136 – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for an 8.8± acre site from Commercial to Urban Neighborhoods. The approval allows for a former retail site at 11711 North 136th Street to redevelop as a multi-family, residential project. The project site is found within the boundaries of the Mayo Support District, as designated by the 1993 Shea Area Plan. The District emphasizes supporting residential land uses adjacent to the Mayo Clinic by allowing flexibility for those projects that do convert to a residential land use designation.

77 on the Park – City Council approved a request for a major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 1.9± acre site from Cultural/Institutional or Public Use to Urban Neighborhoods. The approval allows for a site located at 1250 and 1300 North 77th Street to redevelop as a multi-family, residential project. The project site is adjacent to the Indian Bend Wash and is within the Indian Bend Wash Revitalization Area as designated by the Southern Scottsdale Character Area Plan. The Plan recognized the importance of the Indian Bend Wash by designating areas where targeted revitalization can occur adjacent to it so as to promote new recreational, entertainment and housing options that would utilize the open space as a primary amenity.

CVS Pharmacy – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 1.56± acre site from Office to Commercial. The approval allows for the redevelopment of a vacant office building at McDonald Drive and Scottsdale Road to a CVS Pharmacy Store. The development will create new grocery and convenience amenities for nearby residents.

Miller Plaza Redevelopment – City Council approved a zoning district map amendment from Planned Neighborhood Center (PNC) to Central Business (C-2) at 7628 East Indian School Road. The amendment will enable reinvestment in the existing, aging retail center to occur. The proposal will retain context-appropriate buffers and the open space plaza found on the existing site.

Mercedes Benz of Scottsdale – The redevelopment of an existing office building to accommodate a new Mercedes Benz headquarters vehicle leasing, rental, and sales at the southeast corner of Highland and Scottsdale Road resulted in a total \$25 million investment within the Downtown.

Goal 3: Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

Scottsdale 92 Lofts – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 4.6± acre site from Commercial to the Mixed-Use Neighborhoods. The approval allows for an adaptive reuse project at 10301 North 92nd Street, effectively ensuring an existing structure will be reused and restored as a new project.

Residences at Borgata – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for 4.77± acres of a 6.85± acre site from Commercial to the Mixed-Use Neighborhoods. The approval allows for the redevelopment of the former Borgata site located at 6166 North Scottsdale Road. The development will ensure a compatible, mixed-use, multi-family redevelopment project.

San Travesia –The redevelopment of 27.5 +/- acres located at the southeast corner of 74th Street and McDowell Road is currently underway. The ensuing development will result in San Travesia – a multifamily residential, apartment complex.

Optima Sonoran Village – Construction continued on the redevelopment of a vacated apartment complex at 68th Street and Camelback Road. Optima Sonoran Village will include approximately 781 residential units for lease and 12,500 square feet of retail/restaurant space. Part of the proposal includes a landscape buffer on all sides of the project as well as integrated plant materials within the project itself, so as to provide a context-sensitive transition to the surrounding neighborhood character.

Goal 4: Preserve and enhance the unique sense of neighborhood found in diverse areas of Scottsdale through neighborhood conservation.

For Our City – The City’s first “For Our City” event generated over 168 volunteers for “Operation Fix-it.” Eleven single-family residences received enhancements and maintenance and three multi-family properties in the Paiute neighborhood were cleaned up. The purpose of For Our City Scottsdale is to coordinate service needs of the City of Scottsdale and non-profit organizations with the service resources of faith-based communities, nonprofits, businesses and municipal leaders in the Scottsdale area.

Neighborhood Clean-up – Community partnerships with neighbors and volunteers and the city’s Neighborhood Resources and Solid Waste departments are utilized to keep Scottsdale’s neighborhoods and residential properties free of brush, invasive plants, litter, debris, and clutter. This program offers use of a free 30-yard roll-off container and/or a trailer full of landscape tools. The “Neighborhood Clean-up” program has an annual average of 12 resident-driven clean-ups, commonly eliminating over 40 tons of unneeded waste. The program operates free of charge to the citizens who qualify by organizing 5 or more volunteers or neighbors who work together.

Goal 5: Promote and encourage context-appropriate new development in established areas of the community.

Las Aguas – City Council approved a rezoning request from Highway Commercial District (C-3) to Planned Unit Development (PUD) at 6640 East McDowell Road. The approval allows for the construction of 154 multi-family residential units. The proposal intends to sensitively integrate with the adjacent neighborhood by creating a multi-family development devoid of north-facing balconies and incorporating buffering elements such as garage buildings and dense plantings. The prospective development will work to invigorate the area while respecting the character of the adjacent neighborhoods.

Villas 136 – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for an 8.8± acre site from Commercial to Urban Neighborhoods. The approval allows for a vacant retail site at 11711 North 136th Street to redevelop as a multi-family, residential project. The project maintains a Natural Area Open Space buffer between the proposed development and the adjacent single-family homes.

Boulders Villas – City Council approved a request for a major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for an 18± acre site from Commercial to Suburban Neighborhoods. The amendment allows for a single-family residential development at Westland Drive and Scottsdale Road. When built, the development will complement the adjacent development patterns by providing residential densities and character consistent with developments within the area.



Open Space and Recreation Element

The Open Space Element outlines plans for both passive and active recreation, including creation of a linked trail system. The element emphasizes a balance of open space and recreational opportunities throughout the community. This element is state mandated.

Goal 1: Protect and improve the quality of Scottsdale's natural and urban environments as defined in the quality and quantity of its open spaces.

Environmental Excellence Awards – Scottsdale was presented with two awards at the Arizona Forward Association's 33rd Annual Environmental Excellence Awards ceremony. One of the Crescordia awards recognized Fucello Architects, along with the City and Redden Construction, for Tom's Thumb Trailhead. The City also received an Award of Merit for the Via Dona Trail.

Goal 2: Manage a comprehensive open space program that is responsive to public need, delivers high quality customer service, and exemplifies the city's commitment to leadership in environmental affairs.

Goal 3: Acquire and develop open space identified (by the City Council) as high priority through land dedication or purchase.

Preserve Acquisition – City staff successfully bid on 2,365 acres of land at public auction for the Scottsdale McDowell Sonoran Preserve. Partial funding for the acquisition was assisted by the Growing Smarter State Trust Land Acquisition Grant approved by the Arizona State Parks Board. Scottsdale's mountain preserve now encompasses approximately 30,200 contiguous acres - more than 47 square miles.

Goal 4: Encourage and cooperate with other governmental agencies to preserve and protect regional open space and to acquire, develop, maintain and operate regional facilities that are available to people who live, work or visit the city of Scottsdale.

Preserve Funding – Partial funding for the acquisition of approximately 2,365 acres of land within the Scottsdale McDowell Sonoran Preserve was assisted through the Arizona State Parks Growing Smarter Grant Program. The total purchase price was roughly \$21.3 million with approximately \$8 million assistance through the awarded grant.

Goal 5: Improve the quality of life for all Scottsdale residents by ensuring a wide range of recreational facilities and services.

Fraesfield Trailhead – Scottsdale completed construction of Fraesfield Mountain Trailhead, located on the north side of Dynamite at approximately the 134th Street alignment. The trailhead provides for vehicular and horse trailer parking, however no drinking water is available. Ultimately, the trailhead provides access to the trails north and east of Fraesfield Mountain including the Whiskey Bottle and Black Hill Trails.

Goal 6: Cooperate with and support the school districts that serve Scottsdale to be able to continue access to school sites and facilities for suitable, safe, and consistent recreational use and enjoyment.

Shared-Use Facilities – The City takes part in an Intergovernmental agreement that governs how the Scottsdale Unified School District and the City of Scottsdale coordinate shared use of public facilities. Youth sports field allocation served 50 youth sport organizations and over 14,000 youth in 2013.

Swim Facilities – Scottsdale Aquatic facilities hosted six Scottsdale high school swim and dive teams, from two school districts serving Scottsdale youth as well as hosting three Private High Schools in Scottsdale.

Goal 7: Provide attractive, well-maintained community recreational and park facilities that serve the entire community.

Brown’s Ranch Trailhead – Brown’s Ranch Trailhead opened and is the first trailhead to provide access to the northern region of the McDowell Sonoran Preserve. The trailhead is located approximately 1.25 miles north of the intersection of Alma School Parkway and Dynamite Boulevard. The trailhead includes 200 passenger-vehicle parking spaces, 24 horse-trailer spaces, hitching rails, water trough, bike racks, restrooms, interpretive signage, shade ramadas, water fountain, an entry drive with access control gate, and a small office and maintenance yard.

Goal 8: Provide access to educational, recreational, and cultural services for all residents.

Recreational Programming – Approximately 50,000 registrations were taken for recreational programs and classes. Over 850 Special Interest classes for seniors, adults, youth and children were held in 3 sessions. In addition, the City offered adult and youth sports along with summer and afterschool programs.

Safety Education – Scottsdale continued its free Community Emergency Response Training (CERT) program. This program trains the community in basic disaster prevention and response skills such as disaster preparedness, fire suppression, disaster medical operations, search and rescue, organization and disaster psychology.



Preservation and Environmental Planning Element

The Preservation and Environmental Planning Element focuses on preserving and protecting the environment and the natural resources that contribute to the community's quality of life and economic vitality. It discusses the city's efforts toward desert and mountain preservation. This element is state mandated.

Goal 1: Acquire the land within the Recommended Study Boundary of the McDowell Sonoran Preserve to create an integrated desert open space system linking open spaces in Scottsdale with open spaces adjacent to Scottsdale.

Preserve Acquisition – City staff successfully bid on 2,365 acres of land at public auction for the Scottsdale McDowell Sonoran Preserve. Partial funding for the acquisition was assisted by the Growing Smarter State Trust Land Acquisition Grant approved by the Arizona State Parks Board. Scottsdale's mountain preserve now encompasses approximately 30,200 contiguous acres - more than 47 square miles.

Goal 2: Enhance the quality of life in Scottsdale by safeguarding the natural environment.

Tree City USA – Scottsdale earned its 31st consecutive "Tree City USA" recognition in honor of Arbor Day. Scottsdale was acknowledged for meeting the requirements for an unprecedented 31 years – the longest 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. In addition, Scottsdale received its 21st Tree City Growth Award as recognition for environmental improvement and the completion of special projects that encourage a higher level of urban tree care.

Goal 3: Achieve a sustainable balance between the conservation, use and development of Scottsdale’s natural resources.

George “Doc” Cavalliere Park – In addition to numerous accolades already received, Cavalliere Park is the first project certified in Arizona and among 23 projects nationwide certified by the Sustainable Sites Initiative. The recognition was for demonstrating an innovative and successful application of sustainable land design and development practices. Sustainable features include on-site stormwater management, preservation and restoration of native plants and soils, reuse of materials salvaged on site, elimination of unnecessary paints and finishes, and incorporation of sustainable technologies such as photovoltaic panels and LED lighting.

Goal 4: Reduce energy consumption and promote energy conservation.

Energy Conservation – The City’s efforts to conserve energy through the Peak Solutions Program resulted in a rebate check for \$114,786 being presented to the city by Arizona Public Service (APS). Under the Peak Solutions Program, APS personnel work with customers to review their electrical usage, energy end use systems, processes and load management controls in an effort to reduce energy consumption.

Brown’s Ranch Trailhead – The City entered into an agreement with Arizona Public Service (APS) to connect the photovoltaic system at Brown’s Ranch Trailhead to the APS power distribution system. The photovoltaic system at Brown’s Ranch is expected to recover a majority of the total, estimated energy use required to operate the building.

Lighting Upgrades – As part of the city’s continuing efforts to use energy efficiently and create a more sustainable city, Facilities Management installed new fixtures or upgraded existing fixtures in 10 locations throughout the City. The effort resulted in rebates of more than \$36,000 from SRP and APS, offsetting project costs. In addition to the one-time rebates, there will be continued cost savings from reduced energy-use in future years.

Goal 5: Conserve water and encourage the reuse of wastewater.

Direct Irrigation Water Reuse – Approximately 5.5 million gallons a day of recycled water from the Water Campus and Gainey Ranch Water Reclamation Plants helped the city meet irrigation demands for 23 golf courses. Renewable CAP raw surface water supplies supplemented recycled water to irrigate the golf courses along with two city recreation facilities.

Goal 6: Ensure the quality of our groundwater and surface water supplies.

Water Supply – Scottsdale provided safe, reliable drinking water to over 87,000 accounts by maintaining and operating more than 2,000 miles of water lines, 3 treatment facilities, 43 reservoirs, 27 groundwater wells and thousands of fire hydrants, valves, pump/booster stations and other equipment that make up the drinking water distribution system.

Water Quality – Scottsdale’s Water Resources Division met or surpassed all EPA requirements by performing over 10,000 tests annually on drinking water in the Water Quality Laboratory. In addition, 66 continuous, online analyzers monitor the drinking water throughout the distribution system and water treatment plants.

Goal 7: Promote local and regional efforts to improve air quality.

Dust control – Scottsdale maintained dust controlling surfaces on 100% of regulated surfaces and received no notification of non-compliance.

Regional Dust – Scottsdale actively participated in the Maricopa Association of Governments Air Quality Technical Advisory Committee and the rapid response planning for dust control in the region.

Goal 8: Maximize resource recovery and reuse, and promote recycling and promote the use of recycled, recyclable and renewable materials.

Minimize Non-Renewable Fuel – Scottsdale’s Fleet Department replaced six older vehicles with CNG powered collection vehicles, adding to fuel savings and lower engine emissions.

Goal 9: Protect and conserve native plants as a significant natural and visual resource.

Preserve Acquisition – City staff successfully bid on 2,365 acres of land at public auction for the Scottsdale McDowell Sonoran Preserve. Partial funding for the acquisition was assisted by the Growing Smarter State Trust Land Acquisition Grant approved by the Arizona State Parks Board. Scottsdale’s mountain preserve now encompasses approximately 30,200 contiguous acres - more than 47 square miles.

Goal 10: Encourage environmentally sound “green building” alternatives that support sustainable desert living.

Green Building Lectures – Once a month, the City provided a free green building lecture series. Each lecture addressed one of many green building topics that demonstrate energy/resource efficient, healthy, and environmentally responsible building practices.



Cost of Development Element

The Cost of Development Element identifies fiscal impacts created by new development, as well as how costs will be equitably distributed. This Element contains goals to implement a specific fiscal impact model. This element is state mandated.

Goal 1: Present quick tabular and graphic analyses and reviews to city elective and appointive bodies and the general public by using fiscal impact modeling.

Goal 2: Assign a staff liaison from each city department to participate, on an as-needed basis, with the primary management team of a fiscal impact model.

Goal 3: Conduct city department evaluation, planning, and budgeting for existing and future levels of public service operations and the development of infrastructure and capital facilities by the use of fiscal impact modeling.

Water and Wastewater Infrastructure Improvement Plan – One mechanism used by the City to fund the infrastructure needed to accommodate new development and redevelopment is the assessment of development impact fees. City Council approved the Water and Wastewater Infrastructure Improvement Plan in an effort to not only meet State Statute requirements, but to also ensure that water and wastewater impact fees capture the proportionate share of infrastructure capital costs. As part of this process, a Land Use Assumptions Report was adopted by City Council that set forth projections in land uses, densities, intensities and population for the City's Service Area for a 10 year period. The development projections within the report were used in the Infrastructure Improvement Plan to forecast the amount and cost of infrastructure required by future development.



Growth Areas Element

The Growth Areas Element identifies those areas of the city where future development will be focused and where mixed land uses and multiple transportation options are most appropriate. It also emphasizes regional coordination of growth. This element is state mandated.

Goal 1: Direct and sustain growth and expansion in areas of the city that can support a concentration of a variety of uses and are particularly suitable for multimodal transportation and infrastructure expansion and improvements.

Scottsdale's Museum of the West – City Council approved a request for rezoning and municipal use permit at the northwest corner of Marshall Way and 1st Street, thus allowing for the development of Scottsdale's Museum of the West. The project will create a museum and exhibition venue and provide an enriched visitor attraction that will expand Scottsdale's tourism industry.

77 on the Park – City Council approved a request for a major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 1.9± acre site from Cultural/Institutional or Public Use to Urban Neighborhoods. The approval allows for a site located at 1250 and 1300 North 77th Street to redevelop as a multi-family, residential project. Given its location, the development will provide a variety of options for residents to connect to regional and local transit systems - including: Valley Metro bus connections, Scottsdale Trolley, as well as pedestrian and cycling opportunities within the Indian Bend Wash and along the street systems.

Optima Sonoran Village – Construction continued on the redevelopment of a vacated apartment complex at 68th Street and Camelback Road. Optima Sonoran Village will include approximately 781 residential units for lease and 12,500 square feet of retail/restaurant space. Part of the proposal includes a landscape buffer on all sides of the project as well as integrated plant materials within the project itself, so as to provide a context-sensitive transition to the surrounding neighborhood character.

Goal 2: Make automobile, transit, and other multimodal circulation more efficient.

Goal 3: Conserve significant natural resources and open space areas in growth areas and coordinate their locations to similar areas outside the growth areas.

Hewson Investments – City Council approved a request for an Infill Incentive District project in the Downtown allowing for amended development standards that include approximately 112 residential units. Part of the proposal included nearly 2,800 square feet of onsite landscaping, totaling approximately 27% of the total site. Furthermore the project is stipulated to include landscape, streetlight, and streetscape improvements along 75th Street, Indian Plaza, and Civic Center Plaza.

Residences at Scottsdale Quarter – City Council approved a zoning amendment request for amended development standards to increase the allowable building height to 90 feet, consequently ensuring the development of a multi-family, residential development at the southwest corner of 73rd Street and Greenway-Hayden Loop. The proposed mixed-use building introduces the residential component to Scottsdale Quarter, which was always intended as a mixed-use development. The project will include 57,632 square feet of open space, equating to 46% of the total project site.

Goal 4: Promote the public and private construction of timely and financially sound infrastructure expansion through the use of infrastructure funding and fiscal planning that is coordinated with development activity.

Northsight Boulevard Extension – Scottsdale broke ground on the Northsight Boulevard Extension project in the Greater Airpark Growth Area. The Northsight Boulevard Extension Project is intended to relieve one of the most congested intersections in Scottsdale – Hayden Road and Frank Lloyd Wright Boulevard – by providing travelers an efficient option to bypass the busy intersection.

Goal 5: Identify legal mandates and policies concerning future growth, development, revitalization, redevelopment, and expansion of infrastructure and facilities, services and crime prevention within municipal boundaries.

Downtown Text Amendment – City Council approved a text amendment to the Zoning Ordinance pertaining to the Downtown. Intended to implement the goals and policies of the Downtown Plan, the text amendment incorporates a more logical order of standards, requirements, provisions, and eliminates outdated and conflicting requirements with language that is easier to understand.

Goal 6: Integrate public (civic) art into the visual character of designated growth areas.

Crescordia Award – The Arizona Forward Association’s 33rd Annual Environmental Excellence Awards ceremony recognized Scottsdale Public Arts with a Crescordia Award for “Nodal Water Garden” by Arizona artist Jeff Zischke. The temporary floating, solar-powered artwork was located in the canal between the Soleri and the Marshall Way bridges in Downtown Scottsdale for one of Scottsdale Public Art’s annual Canal Convergence events.

Canal Convergence – Scottsdale Public Art – in collaboration with Salt River Project (SRP) – brought local and international artists together with Valley residents for a unique celebration of the arts. Located on the banks of SRP’s Arizona Canal at Scottsdale Waterfront, the event combined temporary art installations with information regarding the Valley’s unique canal culture and history.

Goal 7: Promote development timing that is guided by the adequacy of existing and/or expandable infrastructure, services, and facilities.

Chaparral Traffic Calming – City Council approved funding a new Capital Improvement Project as a means to provide traffic calming, sewer, and drainage improvements along Chaparral Road, Scottsdale Road to 69th Place. The project is a result of stipulations stemming from the approval of the Portales residential development, located on the south side of Chaparral Road within the project limits. As such, the developer agreed to share the cost of traffic calming and drainage improvements.



Public Services and Facilities Element

The Public Services and Facilities Element discusses public services and facilities provided to the community. Five subcategories are discussed: public services, human services, safety, public buildings and facilities, and water resources. This element is state mandated.

Goal 1: Establish and maintain an innovative, sustainable solid waste collection, recycling, and disposal delivery system for present and future generations.

Sustainable Waste System – Scottsdale continued setting standards to help preserve and protect Scottsdale neighborhoods by utilizing the transfer station to reduce vehicle mileage and curtail emissions. Utilizing the transfer station, transferred loads from 15,904 solid waste collection vehicles resulted in approximately 429,408 miles of reduced travel and related fuel savings. In addition, Scottsdale has replaced 6 older vehicles with CNG powered collection vehicles, adding to fuel savings and lower engine emissions.

Goal 2: Protect the health, safety, and welfare of the public from the impacts of flooding.

Rawhide Wash – Construction began on Rawhide Wash channel as part of the Silverstone at Pinnacle Peak development. The major regional wash will be channelized through Silverstone with bridge crossings in an effort to create active and passive recreational opportunities as well as providing drainage and retention for the community.

Upper Camelback Wash – Construction continued on the Upper Camelback Wash project, extending from 92nd Street and Shea Boulevard to north of Sweetwater Avenue. The primary goal of the project is to eliminate structural flooding for this major wash corridor to the greatest extent feasible in a sensitive manner. The project is being constructed in two phases and is scheduled to be completed in 2014.

Goal 3: Encourage provision of power and communication systems that match the character of Scottsdale and provide reliable, efficient service for Scottsdale citizens, visitors, and businesses.

Wireless Communication Facilities – Scottsdale processed several requests for wireless communications utility companies to install and maintain facilities in their respective franchise areas. New installations, along with existing installations being maintained, allow for wireless communications utility companies to provide more reliable cellular service to residents of Scottsdale.

Goal 4: Develop strategies to place the library in a position to respond to future challenges brought on by the information age, social and economic forces and people's lifestyles.

Library Services and Technology Act Grant – Scottsdale's Library Department accepted a grant from a Library Services and Technology Act titled 'Eureka! Welcoming the innovation Economy to Scottsdale' for \$50,000. This grant focuses on the library as a central resource for entrepreneurship, collaborative workspace and small business generation for the citizens of Scottsdale.

Family Place Libraries – Civic Center and Mustang libraries join a network of 300 libraries across the country by receiving national recognition as "Family Place" libraries for their support of early learning and parental involvement. The Family Place Libraries initiative builds on the knowledge that good health, early learning, parental involvement and supportive communities play a critical role in young children's growth and development.

Goal 5: Partner with other jurisdictions and agencies to achieve maximum efficiency in city service delivery.

Fire Protection – The City entered into an Intergovernmental Agreement (IGA) with other municipalities, fire districts, and governmental jurisdictions for participation in the Automatic Aid System for fire protection and emergency services. The City's participation assures that Scottsdale will continue to receive assistance from participating agencies without charge thereby increasing the available resources needed to manage emergencies in an all-hazards environment.

Goal 6: Provide an integrated system of services, resources, and opportunities to help Scottsdale residents of all ages improve their lives, the lives of others, neighborhoods, and the total community.

Goal 7: Provide a safe environment for all Scottsdale citizens, visitors, and private interests by alleviating physical risks that may be encountered in the normal operation and development of the community.

Emergency Services – City Council authorized an Intergovernmental Agreement (IGA) with Maricopa County for regional disaster and emergency services. The IGA covers contingency planning on a regional basis for natural and man-made emergencies as well as specific issues of homeland security.

Safe City – Scottsdale was recognized by Business Insider as America's 6th safest city. To find out which cities were the safest, the FBI's crime reports were reviewed for cities with violent crime rates substantially below the national average.

Goal 8: Provide city service facilities to meet the governmental, administrative, public safety, emergency, social, human, cultural, informational, and maintenance needs of the community.

Scottsdale's Museum of the West – City Council approved a request for rezoning and municipal use permit at the northwest corner of Marshall Way and 1st Street, thus allowing for the development of Scottsdale's Museum of the West. The project will create a museum and exhibition venue and provide an enriched visitor attraction in Downtown Scottsdale.

Traffic Management Center (TMC) – Scottsdale's TMC was expanded and relocated to the North Corporation yard. Upgrades include a new camera control system, replacement of old outdated cameras, and the elimination of all leased telephone lines that connected to existing signalized intersections. Scottsdale utilizes the TMC to proactively move traffic to prevent and/or repair congestion, improve driver information, and actively manage special event and weather related traffic.

Public Facility Maintenance – The City undertook repairing and remodeling several community facilities in order to enhance the delivery of services to the community's citizens. For example, several public facilities were freshly painted, One Civic Center received a new skylight, and several public parking garages received new energy efficient lighting.

Goal 9: Design public buildings and improve aesthetics of public buildings and facilities to increase appeal as community gathering spaces.

Parking Garage Repair – City Council approved the structural repair of the Civic Center Library and 2nd Street parking garages, two of the city's oldest parking garages. The planned repairs display Scottsdale's commitment to reinvest in aging facilities to improve their usefulness and appearance.

Goal 10: Provide recreational opportunities to meet the needs of all areas of the community through public facilities.

Goal 11: Coordinate with the School Districts that serve Scottsdale to plan for and secure school sites and facilities for the delivery of the best elementary and secondary educational programs achievable for the school-age children of the community.

Goal 12: Ensure renewable, long-term water supplies for the community.

Groundwater Savings Facility – Scottsdale, as part of the Groundwater Savings Facility (GSF) Agreement with the Salt River Valley Water Users' Association (SRP), added Roosevelt Dam New Conservation Storage Water to the types of water that may be delivered to the facility for water storage credits. Participation in the groundwater savings facility will result in decreased groundwater pumping throughout the SRP service area, and provide some important economic and water management benefits for the City.

Safe Yield – Scottsdale achieved Safe Yield (pumping less ground water than recharged) for the eighth consecutive year by recharging 1.8 billion gallons of water above Safe Yield into the aquifer.

Goal 13: Encourage the conservation of water and the reuse of wastewater.

Direct Irrigation Water Reuse – Approximately 5.5 million gallons a day of recycled water from the Water Campus and Gainey Ranch Water Reclamation Plants helped the city meet irrigation demands for 23 golf courses. Renewable CAP raw surface water supplies supplemented recycled water to irrigate the golf courses along with two city recreation facilities.

Goal 14: Meet or surpass all applicable water quality standards for domestic, commercial, and industrial uses.

Water Quality – Scottsdale's Water Resources Division met or surpassed all EPA requirements by performing over 10,000 tests annually on drinking water in the Water Quality Laboratory. In addition, 66 continuous, online analyzers monitor the drinking water throughout the distribution system and water treatment plants.



Community Mobility Element

The Community Mobility Element promotes safe, efficient, and accessible choices for the movement of people, goods, and information at the regional, citywide and neighborhood level. This element is state mandated.

Goal 1: Protect the function and form of regional air and land corridors.

Shared Use Path Funding – Scottsdale secured a total of \$625,000 in federal grant funds to design and build the Crosscut Canal bridge and path just south of McDowell Road at the Crosscut Canal. This project completes a critical connection in Scottsdale’s non-motorized transportation network.

Goal 2: Protect the physical integrity of regional networks to help reduce the number, length, and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

Bicycle Friendly – The City of Scottsdale reached Gold Level in the Bicycle Friendly Community Program from the League of American Bicyclists – a goal from the 2008 Transportation Master Plan. The Bicycle Friendly Community award recognizes a community’s commitment to improving conditions for bicycling through investment in bicycling promotion, education programs, infrastructure, and pro-bicycling policies. In addition, Scottsdale is rated among the top 20 bicycle-friendly communities in the nation.

Bikes and Trails – The City increased its cache of bike lanes for public use. In all, bike lane mileage increased by six miles. Based on the 2011 trail inventory, the city is identifying those locations where trail maintenance and reconstruction is a priority.

Goal 3: Promote regional diversity and connectivity of mobility choices.

Dial-a-Ride – East Valley Dial-a-Ride service is provided by private contractors in an effort to offer efficient and cost-effective public transportation for Scottsdale residents. This service is available for persons with disabilities or senior citizens aged 65 or over.

Goal 4: Prioritize regional connections to safely, effectively and efficiently move people, goods, and information beyond the city boundaries.

Goal 5: Relieve traffic congestion.

Safe Left Turn – Scottsdale, in an effort to reduce left-turn collisions, installed flashing yellow left-turn arrows at: Scottsdale Road and Skysong Boulevard, Scottsdale and Happy Valley Roads, Scottsdale Road and Paradise Drive, Scottsdale Road and Ashler Hills Drive, Frank Lloyd Wright Boulevard and 100th Street to name a few. The city has a total of 14 flashing yellow left-turn arrows and data shows that most locations are experiencing a reduction in left-turn collisions.

Traffic Management Center (TMC) – Scottsdale’s TMC was expanded and relocated to the North Corporation yard. Upgrades include a new camera control system, replacement of old outdated cameras, and the elimination of all leased telephone lines that connected to existing signalized intersections. Scottsdale utilizes the TMC to proactively move traffic to prevent and/or repair congestion, improve driver information, and actively manage special event and weather related traffic.

Goal 6: Optimize the mobility of people, goods, and information for the expected buildout of the city.

Mobility Capital Projects – The City completed several key capital projects during 2013, including: construction of the Arizona Canal path from 60th Street to Goldwater Avenue, the Scottsdale and Thunderbird Park and Ride, and the purchase of 9 trolley buses and 4 trolley replica buses for the city of Scottsdale Trolley System.

Bike-Friendly City – Scottsdale continues to be recognized as being one of the nation’s Top 50 Bike-Friendly Cities by Bicycling Magazine with a ranking of 20th out of 50 bike-friendly communities in 2013. To make the list, a city must have a population of 95,000 or more and possess both a robust cycling infrastructure and a vibrant bike culture.

Pedestrian Signals – The City utilized funds from the Federal Highway Safety Improvement Program (HSIP) to upgrade 70 Intersections with countdown pedestrian signals. The HSIP requires a data-driven, strategic approach to improving safety on all public roads that focuses on performance.

Goal 7: Maintain Scottsdale's high aesthetic values and environmental standards in the city's transportation system.

Thomas Road Streetscape – Construction began on the Thomas Road Streetscape project at 73rd Street and will extend past Miller Road. The planned landscaping will be colorful and conservation friendly. Landscaped medians will provide an attractive focal point and improve traffic control, while pedestrian lighting will be included to provide enhanced safety. Public Art entitled Swale, by artist Stacy Levy, will be installed on the Thomas Road Bridge at the Indian Bend Wash and will include colorful sculptural bouquets of tall grass and seed pods attached to each side of the bridge over the wash.

Goal 8: Emphasize live, work, and play land use relationships to optimize the use of citywide systems and reduce the strain on regional and local/neighborhood systems.

Alta Scottsdale – City Council approved a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 6.5± acre site from Commercial to Mixed-Use Neighborhoods. The approval allows for the redevelopment of the former Rural Metro site at Granite Reef Road Indian School Road to multi-family residential. The site is in close proximity to the Downtown, numerous retail, employment, and entertainment uses, thus allowing for live, work, and play relationships.

Hewson Investments – City Council approved a request for an Infill Incentive District project in the Downtown. The approval allows for amended development standards that include approximately 112 residential units, thus allowing for concentrated development in the Downtown Growth Area that discourages future sprawl as well as allowing people to live, work, play and shop in the same general area.

Goal 9: Protect neighborhoods from negative impacts of regional and citywide networks.

Chaparral Traffic Calming – City Council approved funding a new Capital Improvement Project as a means to provide traffic calming, sewer, and drainage improvements along Chaparral Road, Scottsdale Road to 69th Place. The project is a result of stipulations stemming from the approval of the Portales residential development, located on the south side of Chaparral Road within the project limits. As such, the developer agreed to share the cost of traffic calming and drainage improvements.

Goal 10: Encourage a diversity of links between neighborhood systems and with citywide and regional systems.

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 16 cab vouchers per month per user. The vouchers are subsidized by the City of Scottsdale at the rate of 80% up to a maximum of \$10.00. Over the course of 2013, the number of participants in the city’s Cab Connection program increased by 18% along with an 11% increase in Cab Connection vouchers issued.

Hospitality Trolley – Ridership for Scottsdale’s Hospitality Trolley increased by 7% from 2012 to 2013. The Hospitality Trolley shuttled over 17,000 riders between January and March. Visitors were able to utilize the trolley in reaching stops along Scottsdale Road at Scottsdale resorts, restaurants, entertainment venues, shopping centers, and local events.

Goal 11: Provide opportunities for building “community” through neighborhood mobility.

Community Events – City staff coordinated the city’s annual community rides including Cycle the Arts and Bike to Work Day.

Goal 12: Recognize the diversity of neighborhoods throughout the city and their different mobility needs.

Traffic Calming – The City of Scottsdale Transportation Department works with residents to address speeding and cut-through traffic concerns in Scottsdale neighborhoods through the Neighborhood Traffic Management Program. In 2013, a traffic calming mitigation project was constructed along Camelback Road between 82nd Street and Granite Reef Road. Two additional projects along Granite Reef between Thomas and Osborn Roads, and along 86th Street between Thomas Road and Earll Drive, were approved for funding and are anticipated to be constructed in 2014.

City of Scottsdale General Plan 2001



General Plan Amendments

Arizona's Growing Smarter Acts (Growing Smarter and Growing Smarter Plus), enacted in 1998 and 2000 respectively, 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 goals, 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.

NON-MAJOR GENERAL PLAN AMENDMENTS

The following are the City Council adopted non-major General Plan amendments between January and December 2013:

5-GP-2012: CVS Pharmacy

Case 5-GP-2012 was a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 1.56± acre site from Office to Commercial. The site is located North of the northeast corner of North Scottsdale Road and East McDonald Drive.

The amendment allows for the redevelopment of a vacant office building to a CVS Pharmacy Store. The development will create new grocery and convenience amenities for nearby residents.

Adopted by City Council on March 5, 2013

6-GP-2012: Alta Scottsdale

Case 6-GP-2012 was a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 6.5± acre site from Commercial to Mixed-Use Neighborhoods. The site is located North and East of the northeast corner of North Granite Reef Road and East Indian School Road.

The amendment allows for the redevelopment of the former Rural Metro site to multi-family residential. The site is in close proximity to the Downtown, numerous retail, employment, and entertainment uses, thus allowing for live, work, and play relationships.

Adopted by City Council on March 19, 2013

1-GP-2013: 60th Street and Carefree Highway

Case 1-GP-2013 was a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 13.14± acre site from Cultural/Institutional or Public Use to the Suburban Neighborhoods. The site is located South and East of the southeast corner of North 60th Street and East Carefree Highway.

The purpose of this amendment was to allow for a single-family residential project at the sited location.

Adopted by City Council on June 4, 2013

2-GP-2013: Villas 136

Case 2-GP-2013 was a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for an 8.8± acre site from Commercial to Urban Neighborhoods. The site is located at 11711 North 136th Street.

The amendment allows for a former retail site to redevelop as a multi-family, residential project. The project site is found within the boundaries of the Mayo Support District, as designated by the 1993 Shea Area Plan. The District emphasizes supporting residential land uses adjacent to the Mayo Clinic by allowing flexibility for those projects that do convert to a residential land use designation.

Adopted by City Council on June 4, 2013

3-GP-2013: Scottsdale 92 Lofts

Case 3-GP-2013 was a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 4.6± acre site from Commercial to the Mixed-Use Neighborhoods. The site is located at 10301 North 92nd Street.

The amendment allows for an adaptive reuse project, effectively ensuring an existing structure will be reused and restored as a new project.

Adopted by City Council on July 1, 2013

7-GP-2012: The Residences at the Borgata

Case 7-GP-2012 was a request for a non-major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for 4.77± acres of a 6.85± acre site from Commercial to the Mixed-Use Neighborhoods. The site is located at 6166 North Scottsdale Road.

The amendment allows for the redevelopment of the former Borgata site, ensuring a compatible, mixed-use, multi-family redevelopment project.

Adopted by City Council on August 19, 2013

MAJOR GENERAL PLAN AMENDMENTS

The following are the City Council adopted major General Plan amendments between January and December 2013:

4-GP-2013: Boulders Villas

Case 4-GP-2013 was a request for a major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for an 18± acre site from Commercial to Suburban Neighborhoods. The site is located at the northeast corner of North Scottsdale Road and East Westland Drive.

The amendment allows for a single-family residential development. When built, the development will complement the adjacent development patterns by providing residential densities and character consistent developments within the area.

Adopted by City Council on November 19, 2013

7-GP-2013: 77 on the Park

Case 7-GP-2013 was a request for a major amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 1.9± acre site from Cultural/Institutional or Public Use to Urban Neighborhoods. The site is located at 1250 and 1300 North 77th Street.

The approval allows for the current site to redevelop as a multi-family, residential project. The project site is adjacent to the Indian Bend Wash and is within the Indian Bend Wash Revitalization Area as designated by the Southern Scottsdale Character Area Plan. The Plan recognized the importance of the Indian Bend Wash by designating areas where targeted revitalization can occur adjacent to it so as to promote new recreational, entertainment and housing options that would utilize the open space as a primary amenity.

Adopted by City Council on November 19, 2013

WITHDRAWN GENERAL PLAN AMENDMENTS

The following are General Plan amendment cases that were submitted and subsequently withdrawn between January and December 2013:

5-GP-2013: Reata Pass

Case 5-GP-2013 was a request to approve a major General Plan amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for 25± of a 43± acre site from Rural Neighborhoods and Commercial to the Suburban Neighborhoods that was withdrawn before City Council could hear it at a formal meeting. The site is located at the southeast corner of Alma School Parkway and Pinnacle Vista Drive.

The purpose of the amendment was to allow for a single-family residential project.

Request was withdrawn before being seen by City Council.

6-GP-2013: Lifetime Care Group

Case 6-GP-2013 was a request to approve a major General Plan amendment to the City of Scottsdale General Plan 2001 Conceptual Land Use Map to reflect a change in land use designation for a 1.9± acre site from Cultural/Institutional or Public Use to Urban Neighborhoods that was withdrawn before City Council could hear it at a formal meeting. The site is located at the northeast corner of North Sundown Drive and East Shea Boulevard.

The purpose of the amendment was to allow for a residential health care facility.

Request was withdrawn before being seen by City Council.

